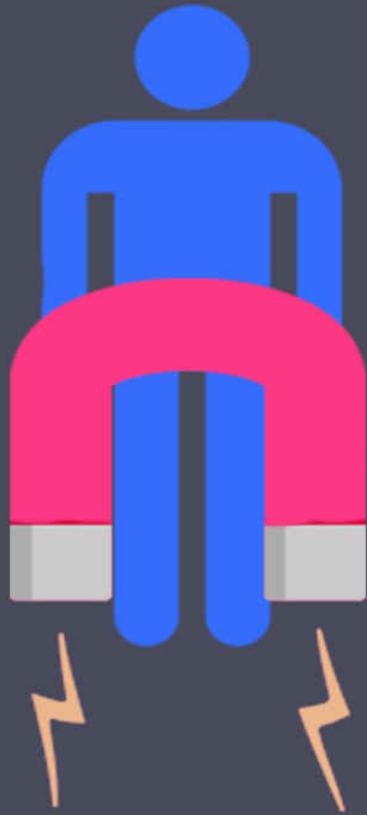


GERMAN MUHLENBERG



SEDUCTION SIMPLIFIED

FULL VERSION



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Prologue

When defining the main characteristic of this book for the purpose of this prologue, I did not hesitate for an instant: Seduction Simplified making the difficult easy. In order to put across his ideas, Germán employs plain language and a didactic tone, always followed by his own personal experience, completing thus the praxis that goes with his theory of seduction. I believe it is impossible to read this book and find his experience inconsequential for your life; the concepts he presents are so simple, so true, so wholesome, that you will carry them with you for a long time.

As far as Germán is concerned, he was definitely the man for this job. He is one of the pioneers in the scientific study of seduction in Argentina. He is also one of the most experienced coaches in Latin America, perhaps the most experienced. I have witnessed how hundreds of men that attended LevantArt were coached by Germán to improve their nightclub skills, and they thanked him heatedly for his tips, his dedication and his shared wisdom. But above all, I would like to highlight that Germán is not just a theorist of seduction, a writer consecrated to that field or, as they say in the seduction community, a keyboard jockey; he is one of the experts that has most put into practice all the theories and techniques that circulate in the world of seduction. I have witnessed it, I have seen him dozens of times, trying out all kinds of things, not rejecting or adopting any theory

before testing it himself. And so he progressed, on a trial-and-error basis, and developed what he now shares with us in this book.

I could never reveal any confidences or details of the author's private life. In the field of seduction we believe that discretion is a virtue, and in this book Germán shares the parts of his life he deems relevant. What I can talk to you about is my own personal experience of being coached by Germán: he was my one and only seduction coach.

It happened three or four summers back. We were in Mar del Plata, in one of the trips we organized for a group of students of seduction. It was our last night there, and I have to be honest, though I was single, I couldn't bear to think about women anymore. It's not that I didn't want to meet anyone that night, I did. I just couldn't bring myself to it, my energy was low, and I was psychologically exhausted. I wanted to go back to Buenos Aires and take a rest after so many days of partying. That was when I thought: "It's so unfair, I've been coaching men on seduction for years, and nobody has ever coached me. I had to learn everything on my own." Fortunately, Germán was there, providing guidance to some of the students of the academy. I asked him straight to the point: "Germán, tonight I want you to tell me what to do, step by step. I don't want to do the thinking, but I'd like to get to know that woman..." and I pointed to him the one I thought was the prettiest around us. As I said before, I consider discretion a virtue, so I won't go into detail; I'll only say I followed his directions step by step, and

nothing ever came to me so easily. The following morning, had I been given stone, a chisel and a hammer, I would have erected a monument in honor of Germán in Playa Grande. And that was the day I fully realized how important such help in this area can be for some people.

As you will have the pleasure of discovering in *Seduction Simplified*, there are no magic formulas, unless you consider leading a happy lifestyle, communicating effectively and having courage to face new challenges to be magic. Maximizing your lifestyle, developing social skills and growing in courage are the basic foundations of this work. Every man who wishes to improve his social and amorous relationships will appreciate this book.

To close by circling back to the beginning, this book uncomplicates the complicated. This doesn't mean that it is easy to modify harmful behavioral patterns, some of which we have been dragging for years on end. What is unquestionable is that we can all become better people, and *Seduction Simplified* could be the first step towards that change. What the final destination is depends on you.

Thank you, Germán, for keeping us grounded with your work; it is my honor to provide words for the occasion.

Martín Rieznik , Buenos Aires.

Introduction

Since the first books on seduction were published, the use of methods to attract women, and the learning of them, has been the object of many criticisms and controversies. One of the most frequent challenges claims that the use of a method would imply that all women are the same. The answer to this sort of objection is simple: any kind of social research is based on the observation of repeated behavioral patterns. Ultimately, the fact that there is such a thing as psychology does not mean we all have the same thoughts and feelings. The same happens with seduction. Regardless of sex, no two individuals are identical, but most people manifest shared behavioral features.

Another very frequent criticism is that seductiveness is innate, and it cannot possibly be taught. Those who present this kind of argument seem to be unaware of the fact that throughout their lives men and women acquire and develop ways of seducing. Some do it without realizing, some study to achieve it, and many develop their own methods. I believe nobody can categorically judge whether a method is good or bad, but perhaps they can be gauged on the basis of its efficacy. As the American expert Leil Lowndes puts it, "true love is a luxury, not our preordained birthright. As with achieving any luxury, we must examine the most powerful methods to acquire it."

Your method may be based on buying flowers, dancing, playing an instrument, complimenting, lying or being completely honest. Quite a few years ago, during my first nights out, my "method" consisted in simply sitting down

and waiting for a girl to come up to me...and it worked, but with very few girls! Let's just say it was a very limited "method". The desire to overcome that limitation was what led me to research the most effective ways to attract women.

Nevertheless, my main aim here is not to expound on the most effective seduction techniques and methods, but rather on how we can successfully become more attractive as individuals through personal growth and awareness of our own potential.

My first steps in the world of seduction

When I was 19 I was madly in love with a young woman who in those times was beginning her career as a model. I liked her very much. I thought of her as the love of my life and I couldn't get her out of my mind, but no matter what I did, my attempts at winning her over were in vain. And it was during one frustration-riddled night that all my love for her started to transmute into anger and hatred. I felt betrayed. Back then I thought, "How is it possible that I, who offer her so much, come in second place to guys who ignore her or mistreat her? It makes no sense. She can't be *that* silly!" During that night of dejection, I turned on the TV and, without paying much attention to it, I watched a show in which two young Argentinian men were being interviewed on the subject of seduction. They talked about their experience teaching seduction techniques, and they announced the upcoming inauguration of their very own

academy, LevantArt. These young men were Martín Rieznik and Mike Tabashek, who would later become very good friends of mine. At one point in the interview, Martín explained that sometimes men blame women, and don't realize they are the ones making a mistake. That phrase stuck in my mind for several minutes. It was at that moment that I started thinking, "what if I am the one doing things the wrong way?"

Suddenly, all the anger turned into enthusiasm: "This is a good thing," I thought, "I can work to improve myself, to take control over the situation". And even though that insight played a decisive part in my life as a man, this story lacks a romantic movie-like happy ending: I never got the girl. I tried for a long time and I failed. And you know what? I had to admit that in a certain way it had been my fault, and that encouraged me to improve.

A few weeks later I was starting my first seminar in LevantArt and reading my first books on seduction. It didn't take me long to discover that the mistakes I had made with this young lady were much more common than I thought.

To my surprise, scientists all over the world had begun studying the process of seduction and were publishing their observations. The situations they depicted were not too different from what I had been facing. Not long afterwards, I met a girl who lived almost 2000 kilometers away from my home. She was just as beautiful and amazing as the previous girl —or even more so. I was still a rookie as far as the art of seduction is concerned, but in my attempt with

her I put into practice everything I had learned, and, after six months of communication via e-mail and telephone, I decided to meet her in person. Believe me, I wouldn't have done it if I hadn't thought it was worth it, and I made absolutely sure she wanted to meet me. I had never traveled that long a distance on my own before. I thought of it as a great adventure. In fact, I felt as a great conquistador in search of treasures in a distant land. I enjoyed bragging about the woman I was about to meet since I had never been with someone like her before.

Then came the big day. There I was, setting foot for the first time on unexplored lands. We had agreed to meet at the bus station, and though I waited for quite a few hours... she never showed up. I felt a mixture of loneliness and confusion. Had she tricked me? Had she got cold feet? My head swarmed with questions, but I couldn't answer any of them. The fact is that I had failed once again. She never showed up, and even today the reason why remains a mystery.

Why am I sharing these experiences?

Each one of these experiences has led me to be who I am today. These situations were sometimes a source of pain and frustration, but nowadays I find them amusing. These experiences no longer feel like failures because they contributed to my personal growth, and they allowed me to help hundreds of men in my time as a coach.

It is said that Thomas Edison went through some ten thousand attempts before he actually created the light bulb: he claimed that each attempt brought him one step closer to success. Failure simply constitutes further experience, and life a full of experience is all the richer. Whether an experience is positive or negative will always depend on the attitude we take and the lessons we learn from it.

I think it is safe to say that by the time I finished high school, I had only been with three, maybe four women. I've lost count by now, but, exaggerations aside, it must be hundreds (which makes me a stud according to my father, and a Don Juan according to my mother). Regardless of the count, what I believe is most important is that all of the women I have been involved with were to *my* liking, and each of them brought something unique into my life.

My experience as a coach

I don't consider myself a guru of seduction, far from it. I was a coach at LevantArt for three years, during which time I provided guidance for hundreds of men: professional men, businessmen, students and artists. They varied in age and came from different social classes. I had the honor of helping men old enough to be my father, and men who held jobs requiring great amounts of effort and training. Their desire to learn, as well as each of their conquests, was always a source of deep satisfaction for me. Nowadays my passion for seduction has extended to other areas, such as

personal growth, communication, social dynamics, and psychology.

I was inspired to write this book by the publication of “El juego de la seducción” (which translates as “The Game of Seduction”), written by Martín Rieznik and Mike Tabaschek, where you can find some of my experiences in the field reports related to “el Alemán”. The ideas of the theorist and writer Mark Manson have also constituted a source of motivation, and I hope I can contribute in spreading them.

This work does not claim to teach magic words that serve as spells to pick up girls; nor is it the idea to make you believe that you can get any woman you want just by reading it—that is simply not possible. What I aim to do through this book is to suggest different techniques and concepts that favor personal growth, focusing on how to deal with ourselves, and subsequently on how to deal with women.

I firmly believe that our “outer game” tactics should derive from our “inner game”. This is what it’s all about in the long run. It’s not about memorizing lines like an automaton to compensate for our weaknesses, but rather about changing the beliefs that constrain us through experience, thus overcoming our own limitations.

STEP I

A Change of Vision

“ If you change the way you look at things, the things you look at change ”

— Wayne Dyer

Chapter One

Sexes Are Complementary, Not Opposed to Each Other

There was a notion deeply ingrained in me at the time I started reading about seduction, and that was that women were something to conquer. As if they were an enemy that had to be defeated in order to get what you want. Therefore, you can imagine that for me approaching a woman was something akin to the Normandy landings of the Second World War. Not because I hated women, but because I had a hard time understanding a large part of their behavior. Nowadays I clearly see that many states of anger arise from expecting the other to behave, feel, and think like we do. Since that is not possible, we end up believing in oversimplifications that hamper our ability to interpret reality and prevent us from overcoming obstacles.

Oversimplifications lead us to hold prejudices about the other sex. How many times have we heard women say “men only want sex, they don’t want commitment”? However, if that were so, men could stick to brothels instead of attending pubs and nightclubs, where they have to endure failure, spend a lot more money and invest more time and effort in order to sleep with a woman. A common prejudice about women is that “they have less sex drive than men”. This is a frequent remark that springs from the

inability to understand women's timing and wishes. There's also the widely spread "all men/women are the same." These sorts of comments foster a battle between the sexes, and we end up wasting energy on attacking the other from our trench line, instead of trying to understand them.

Another highly common mistake we fall into is that we compete instead of complementing each other. People tend to be manipulative, and they lie to take advantage of others instead of being authentic. The belief still prevails that to seduce, one must deceive and tell a woman what she wants to hear. The only thing you can accomplish like this is to start a relationship the wrong way.

This attitude is usually related to fear of rejection: fear of demonstrating interest or sexual desire for someone and being caught offside. Fear of showing ourselves like we really are, of exposing ourselves and our weaknesses. Fear of being honest.

Like we said at the beginning, many conceive the other sex as an enemy. Is this about competing or about striving for the same goal? Isn't it that men want women and women want men? Why should we make everything so complicated?

Yet another common mistake is to believe that it is easier for the other sex to seduce. There are men who think that women have it easier, and there are many women who think men have more opportunities. There are a number of elements that induce this belief. On the one hand, because we are attracted towards the other sex, insecurity makes us

feel we are at a disadvantage, and so we don't see the exact same thing happens on the other side. On the other hand, we tend to overestimate the advantages and underestimate the disadvantages the other sex has. It is true that many women are approached by hundreds of men, but most of the times these men don't interest them. Also, we men can approach any woman we want, at any time, without being looked down on socially. The truth is women are just as lonely and frustrated as we are, and complain about not being able to find the right guy. It is surprising to observe how highly conditioned we are by the idea of what love should be like according to the movies. Or by social mandates that dictate which behavioral patterns and beliefs are right, an issue which heavily affects women. In fact, the level of difficulty in seducing a woman greatly depends on the society she lives in. Depending on the country we are in, how easily we pick up women varies, regardless of our "game". A key factor is the level of sexual freedom people enjoy in a given place. As a matter of fact, when a woman is on vacation she tends to be much more permissive. Why is that? Because she can do whatever she wants and then disappear, avoiding judgments from people she knows.

In virtually all societies we find men and women who are not completely free—they are subject to fears, repressions and mandates imposed by their society, family or religion—; we can observe the social roles that determine their behavior. A very clear example has to do with the way we regard someone who is not in a stable relationship after a

certain age. How many couples have come together because of that social pressure? How authentic can a relationship be if it is born out of a mandate? Sexual freedom is also not well regarded, especially when it comes to women, who risk seeming “sluttish” in the eyes of others.

Many times I have heard men say “I got myself a girl,” as if it was some kind of achievement or goal. Among men there’s the deeply ingrained belief that women are an object to be obtained, that we must work hard to try to get one. We elaborate ridiculous strategies or come up with lines to pick them up, as if they didn’t know what we are trying to do. As if we had to convince them of something or, as we say in Argentina, as if we were trying to *chamullarlas* . In fact, many men like to brag about their picking someone up through *chamullos* . What they are unaware of is that in most cases the woman had already singled them out and was simply playing along with them. *Chamullar* is not equivalent to building empathy, and the difference between these two concepts can be perceived both in the motivation behind the interaction with a woman and in its development.

Why Do We Act this Way?

The main cause of these unconstructive attitudes is worshiping women by putting them on a pedestal high above ourselves, but at the same time, resenting them. Although these actions might seem contradictory, they are actually two sides of the same coin. They both spring from a

lack of female affection, which sometimes generates pain and anger or an excessive need for validation and affection from women. I was, without a doubt, one of those men in need of validation.

One of the first necessary changes of attitude, then, consists not in searching for the best way to win a woman over (in other words, to get their validation), but rather in growing as individuals. Do you have any passions or dreams, or have you always done what you were told? Are your friends people you have actually chosen? Are you fit or overweight? What kind of a relationship are you aiming for? Working on our personal development will enable us to treat women as equals; as people rather than goddesses.

Having better relationships will not result from owning the coolest phone, the newest car, or learning the best pick-up lines, but rather from having a strong attitude, a well-defined identity, and from being emotionally healthy and being able to express ourselves freely.

Increasing your interactions with women will come as a natural consequence of this personal development. It is a man's attitude which makes him attractive: he must have an interesting life, rich not in material possessions, but in values, skills and experiences. If those elements are present, the attraction between a man and a woman will spring naturally, no-one has to be convinced of anything.

What Are Women Looking For?

Women desire men, admire men, fantasize about men, and dream about men. They want to be with us, they want us to be that guy. And by saying this I don't mean they are looking for prince charming or the perfect man. They just want a man who makes them feel a little bit more alive. Someone who's interesting and funny...

Is that too much to ask? Think about this: when a man or a woman spends a great amount of time and effort on something it is because they take an interest in it, right? Then why do women spend so much time on their appearance? It is well known that most women take hours to groom themselves up before going out to a pub, a party, or some other social event. A girl who looks herself in the mirror a hundred times before going out wants to meet a man who feels attracted to her, who chooses her over the others.

No woman (who is emotionally healthy, that is) wants to reject men in order to boost up her ego. Generally speaking, nobody likes having to reject someone; it brings about uncomfortable situations that we mostly try to avoid. We all have gone through that at some point, and it is no bed of roses. If a woman rejects us, it is not because she enjoys it, it is because we didn't make her feel something special. When she finds a man who sparks a new, special feeling in her ...it is then that she will overlook most of his mistakes and give him a chance. Human beings act according to how others make us feel. It could be said that every aspect of seduction is ultimately reduced to how we make a woman

feel. If they don't feel comfortable, drawn, confident, and safe, and they don't feel a connection with us, we won't have much chance. These are all emotions that we can—and should—convey in an authentic and honest way. If this is not the case, sooner or later the actual motives behind the approach will surface, and the illusion will shatter.

Therefore, seduction is a two-player game. We will never pick up a girl who is not up for it.

The truth is we are not picking *her* up, we are picking each other up. If she doesn't want to be with us, this will be hard to accomplish. Of course there will be times when we will be able to get someone interested even if their first reaction was to reject us, but we shouldn't try to convince them that we are "a good catch". We are not something she's considering to buy. The two sexes need one another. Women are not the opposite sex, they are the complementary sex. They play on our team.

Chapter Two

What Does it Mean to Be a Man?

Having great amounts of money, accomplishments, and conquests is, in itself, not enough. There is this idealization which portrays real men as having luxury cars, state-of-the-art electronics, expensive clothes, and taking women out on the fanciest dates. In short, this is the sum of a “perfect” man. This is what we see in advertisements. However, in real life many “successful” men have trouble relating to women, they find it hard to spark attraction and develop relationships. A consequence, perhaps, of being afraid of stepping outside pre-established roles, or of repressing their desires and emotions.

Should men act in a certain way and women in another, according to preordained behavioral patterns? Is masculinity a universal concept? Is there some sort of biological basis for this notion, or is it conditioned socially through mandates? And finally, what is the connection between how we behave and the attention we get from women?

It cannot be denied that men are born with certain traits that differentiate them from women. Hormonally, our bodies are loaded with ten times more testosterone than a woman’s body, which makes us, for the most part, stronger, more aggressive and of a more robust build.

However, in the last generations many aspects of masculinity have entered a crisis, creating thus a void, perhaps on account of the absence of father figures, the

growing presence of women in the workplace, the boom of a feminized pop culture, the lack of conventional career paths, etc. No wonder we are one of the most hedonistic and stimuli-thirsty generations in the history of humankind. There is a need to compensate for an identity crisis that has resulted in men lacking clear roles and clear aims; men who feel ill at ease with the world around them, and who follow wishes other than their own. The result: men with low self-esteem and poor knowledge of themselves, oblivious of what originates the pain and emotional distress that afflicts them.

The Development of Masculinity

If we look at the matter from a psychological point of view, we find different theories describing the emotional struggle a man has to go through in order to define his masculinity, and emotionally dissociate from his attachment to his mother, building thus his self-assurance and self-care. This dissociation is carried out —subconsciously— through life experiences which drive a man to emotional and sexual independence.

The number of life experiences that make up that process is insurmountable, and the process takes a different form in every man. Some of the most frequent experiences have to do with achieving professional success, earning money, traveling around the world, making friends with other men, coordinating or participating in social projects, playing in a band, interacting with women, speaking in

public, practicing a competitive sport, learning to drive, and so on. However, an experience may be highly relevant for the emotional development of one man, and meaningless to another. In many cases this depends on how great a challenge this experience presents.

Those unable to experience or overcome these sort of situations will find it hard to act as independent individuals: they often hide from success, and this brings them problems successfully interacting with women. These difficulties are often a by-product of their search for approval.

These men try to make themselves into “the perfect man”, in line with the standards they imagine women to hold, and they end up wasting their own masculine energy. They think aggressiveness and confrontation are negative traits, and they end up limiting their own capacity for creativity, sexual assertiveness, competition, power, leadership, courage, passion, persistence and strength. These traits uphold our actual emotional independence—in other words, our manhood. They allow us to be creative and protective. The men who suppress those traits are those who tend to complain about women making the wrong choices and always choosing to date “assholes” (instead of choosing them). The difference between these two kinds of men is that the alleged “assholes” are not searching for the woman’s approval, and they are more in touch with their own desires. They don’t continually guide their behavior by what women say they want (regardless of their wish being positive or negative) and, in fact, they ultimately exhibit

greater masculinity in their identities. This masculine energy is what sparks interest in women.

Now, the process towards emotional independence is carried out differently in every culture, even though it is a process that can be observed everywhere in the world. In countries such as Japan, young men have to go through an excessive amount of schooling in order to validate their male identity. In some regions of Africa, manhood is asserted through hunting, while in many western countries it is asserted by wealth or professional success. Therefore, the break in the mother-son bond and the assertion of manhood differ from place to place, even if men's psychological development as a concept is universal. This is closely related to the socioeconomic structure of each country, and the kind of men it requires to function. Countries constantly facing military threats will require brave, strong warriors. The same happens in countries which rely on hunting as a means of subsistence.

In countries where military conflicts are rare, warriors and strong hunters will be of little use, rather, what is needed is men who know how to earn money, manage businesses or innovate in the fields of science and culture.

So, if in every culture there's a different way of establishing and developing emotional independence, what motive can we find for the loss of identity many men have gone through in recent times? Cultural relativism does not fully account for this phenomenon, because if so, men could adapt to the customs of each place and then move on.

What is the Origin of this Problem?

In 1950, in any Western country, having a good job was enough to prove you were a successful, independent man. Whether you liked your job or not was irrelevant, and generally having it was in itself enough to win a woman over, more so if you owned a car. At the same time, women used to be more tolerant regarding certain habits men had, since it was men who brought money to the household.

Women's struggle for their rights to study, work and develop professionally completely changed this panorama. Nowadays, many women are economically independent, and there are marriages in which the woman is the main provider.

These days, an ordinary job is not enough to make a man independent and define his identity. Many men hate their jobs, they work surrounded by people they dislike, and only keep the job because of the economic security it provides. Every day they perform jobs which don't assert their masculinity. At the same time, they interact with women who earn more money than they do, and who usually have a lower level of tolerance than that of most women in the 50s.

This results in a generation of men who are employed but cannot quite find what defines their masculinity; men who have low self-esteems and suffer emotional issues; men incapable of getting dates and who are obsessed with sex

and pornography. They are economically independent, but emotionally they are akin to children.

Unable to assert their identity, they are governed by their emotions and whims, and are truly oblivious as to their own real desires. They are individuals who have always been told what to do, what the safest choice is; emotionally unstable men, who blame others for their own feelings and actions.

These are men who fill the void they feel with food or material belongings such as luxury cars —nothing more than toys to impress others. Their personalities have been molded by an upbringing which abounded in material possessions (toys, presents, technology, etc.) but lacked in affection. This gives us men and women who are highly evolved intellectually, but highly insecure emotionally.

The way the world and societies have evolved, men —like in the days of yore— no longer appear to be necessary. That is why they have been forced to define masculinity anew. Is Justin Bieber the best example there can be for future generations?

It is important, therefore, to understand that in our time, a new concept of emotional independence is being defined. All along the history of humankind, men always had a clearer view of what their purpose entailed. Nowadays, men are no longer required as hunters or warriors, and in many cases not even as wealth providers, so what can define us as men? How do we achieve our emotional independence?

A Problem, an Opportunity

Our generation has to find a new way. We have to find our own passions; to rediscover our values, our strength, and our sexuality; to set the course of our own lives, and to face the challenges along the way. To this end, there is no single formula, but rather a whole span of possibilities from which you can choose according to your inclinations: you can travel around the world, build an enterprise, help children in need, or save whales in the Pacific Ocean. By this I don't mean to say we can all be Heads of State if we follow our dreams; what I mean is that that struggle to understand and conquer our dreams is the key to defining our own masculinity.

Thus, we constitute ourselves as emotionally independent beings through our actions; by making decisions as grown men. Psychologically, it is from these actions that the value of our masculinity stems.

This process might not be easy, and we might lack the mechanisms to define ourselves completely. Paving our own paths requires hard work, courage, skill, ambition, and a strong will with which to tackle the obstacles that arise. This attitude does not abound in our days, but it is what all our predecessors relied on to define their identities.

Chapter Three

A “Perfect Ten” Girl

“ Find a woman of whom you can say:

‘ I could have chosen one more fair, but not one more perfect’”

— Anonymous

It is a common practice among men to grade women from one to ten according to their beauty. And history shows us that humanity has a tendency to compete, compare, grade, and measure. Grading women seems inoffensive enough, and it could be considered just a simple amusement or an exchange of opinions on beauty, which in itself presents no issues.

The problem begins when these scorings are taken too seriously, so that they cease to have a subjective value and start to be taken as some sort of objective, unquestionable truth. That is, when we allow this grading —“that girl is a ten”, “that girl is a five”— to shape our plans and dictate our behavior. This is especially detrimental when we let other people’s scorings influence our own perception.

The logic behind these ratings is that the more attractive a woman is, the higher her score will be, and consequently the more difficult it will be to seduce her. This affects how we try to pick her up. It is also commonly believed that highly attractive women are approached by more men, which is not true. Why is this, then? What happens is that

since highly-valued women are thought to present a higher level of difficulty, as well as a higher chance of failure (the risk of being blown off, or *rebotar*, as we frequently say in Argentina), women with alleged “high scores” are seen as intimidating, and consequently, don’t get approached as much.

In order not to fall into this trap, it is vital to remember that beauty is subjective. Besides, it is a trait that can change from one moment to the next. In fact, how we perceive a woman also depends on the context in which we meet her. How often have we seen a girl and thought she was attractive, only to find her less attractive just a few hours later?

The contrary is just as frequent: we enter a conversation with a woman we don’t consider particularly pretty and suddenly, as if by magic, we start finding her irresistibly attractive. This might happen, for example if you share a passion, you experience a special moment, or if you like something she said, or maybe just because you like the way she kisses. Our perception, and women's, depends on context. This happens all the time, and it happens to everybody. Not to mention if you are under the effect of alcohol.

An infinite number of factors can alter our perception: how we feel and how we perceive a certain situation (if we center our attention on her virtues or flaws), how she looked at us, if we are alone, and so on.

Here is a classic situation to illustrate such changes of valuation: we go out and meet a girl we think is beautiful. We see her again and she looks like someone else. What on earth happened? There was a time in which I would not trust my own perception until I saw a woman a second time, and in a different context. Sometimes life takes you by surprise...but that is how you learn, isn't it? Another classic: you work in a company, surrounded by old men, and suddenly you see a gorgeous woman you rate as a nine. However, if you saw her in a nightclub, she wouldn't be more than a seven. Or when you see a friend with a woman you consider to be an eight, but for him she is a six, at most; and then you see him with a girl who is at most a five, but he's excited because he considers her a nine.

The same thing occurs with our perception of ourselves: we don't regard ourselves the same way every day. It is normal for there to be a one or two point difference in the grade we give ourselves depending on how we feel, where we are, how we are dressed, and so on. If the fluctuations are more dramatic, a difference of four or five points—one day you feel beautiful and the next you feel hideous—, then you should work on your self-esteem, which is probably rather unstable.

It is clear, then, that the perception we have of a woman can change at any time, even during the course of a conversation. If we were basing our behavior in her attractiveness, then should we change our strategy of

seduction in the middle of the conversation? No, definitely not.

Another reason men grade women is probably purely to brag. To grade a woman is to make an idealization out of her. Think about this: if I like short, blonde women, and my friends like tall brunette women, then a certain woman might be more attractive to me than to them. But if I say that she is a nine, then they will imagine her according to their own parameters. This has to do with the desire to appear successful in the eyes of others.

Errors in perception

A mistake many men make is to think that women see themselves the same way we see them. Many apparent tens see themselves as fives, and many fives consider themselves tens. It could be said that a woman's perception of herself is not so much related to physical beauty as it is to emotional need and self-esteem. It also has to do with the context she is immersed in. If she is in a nightclub, where many men want to buy her drinks and her looks are highly valued, she will doubtless feel overly important, and it is possible she will set herself out of our reach.

But if the next day we happen to encounter that same girl in her little brother's birthday, she will probably behave in a very kind and sweet way. What are the chances of my picking up Rihanna at one of her concerts and what are the chances of my picking her up if I am stranded with her in a

deserted island and I am an expert in survival? In many cases, opportunities depend on context.

It often happens that we put women we don't even know on a pedestal. This is a topic I also talk in my other book "[How to talk to girls](#)", we overvalue them because of their beauty without actually knowing the first thing about them; it makes no difference if she wrote a bestseller or if she didn't even finish elementary school. The fact that we are worshiping her will affect our behavior. It is like we are sabotaging ourselves, like a self-fulfilling prophecy. It isn't that seducing her will be hard because of her attractiveness, it will be hard because we think that her attractiveness complicates things.

If we overestimate her, we will surely feel more nervous, behave awkwardly, and possibly end up thinking she is out of our reach. And then, she will feel it too. Women usually feel attracted to men who regard themselves as slightly "superior" to them.

Consequently, in order to pick up women it is absolutely basic and essential to behave as if they all were attracted to us. And it is practically impossible to act that way if we do not work to improve ourselves. **How attractive we are in the eyes of women is directly related to the amount of energy we have invested in ourselves**, both physically and emotionally. If we hold ourselves highly, it is very unlikely we will deem anyone we meet as out of our reach. This is because we human beings transmit our emotions. If we feel nervous, we will make those around us

nervous. If we feel comfortable, we will make those around us feel comfortable.

Almost everybody has had the experience of feeling down, and then getting together with a friend who, being in a better mood, was able to cheer them up; and vice versa, when we are around someone who is depressed, that brings us down. If somebody manifests trust towards us, we will feel trust towards them. If they manifest distrust, we will feel distrust.

If someone tells an exciting story, that feeling might rub off on us too. Our emotions and behavior are catching. If you think you are not worth a dime, that's what you are going to project onto others. Think of it as a salesman trying to sell a product he thinks is worthless.

He will have a hard time closing any sales if he works under that belief. Does that mean that if I work hard on improving myself and believe all women are attracted to me, then that will actually be the case? Definitely not. Some women will continue to reject us; we will never be able to interest everybody, but does it really matter? We shouldn't give that too much relevance, rather, we should like ourselves better, and try to project *that* belief onto others. Meanwhile, what I can assure you is that men who have a high self-esteem and who have confidence in their attractiveness have a higher success rate, regardless of build, profession, looks or wealth. The secret of their success is that they value themselves, and they trust others will value them too.

Chapter four

Are all Women the Same?

"Insanity is doing the same thing over and over again but expecting different results."

— Albert Einstein

Are all women hysterics? Don't women enjoy sex just as much as men? Where does the problem really lie? In our social environment, in women, in us? One frequently hears that women are all the same, in reference to them all being "mean" —not just some of them, or most of them, but *all* of them.

The first lesson I learned on seduction was that perhaps it wasn't that women were wrong, but that *I* was wrong in my approach at picking them up. It was ever since then that I started to address the situation differently, and hence obtain different results. A mistake I repeatedly made was giving too much of myself (I tried too hard) to women who didn't reciprocate. I thought that if I showed them I was kind, they would hold me in better regard. Silly me! All I was doing was showing a poor and very needy attitude. How come they ended up with men who didn't value them as I did? Why did they go out with guys who were less attractive than me? I sincerely believed women were very confused. But it was then that I started realizing that it was me who had it all wrong, an insight which put me in an advantageous position. If everything was in the hands of

others, then there was nothing I could do to change things. Now, however, I *could* do something: I could change my attitude and my behavior; and then, women's responses changed. I stopped seeing myself as a victim to women, and gave up trying to seduce them in search of their approval.

Step One: Assuming Responsibility

I therefore learned that I am responsible for everything that happens in my life: what I accomplish, how I feel, and how others treat me. Instead of pointing fingers and blaming others, I started analyzing my mistakes and looking for ways to do better. It is quite common and normal for our minds to create rationalizations that justify our behavior. This is how we keep pain and rejection at bay, and we keep ourselves clear of any blame, by laying it on others. Through this logic, though, all we accomplish is to always be surrounded by incompetents, when really the change has to come from within. It is important to realize that we are treated however we allow ourselves to be treated. Our behavior affects others' behavior towards us. If women take advantage of us, it's because we let them. If our superiors at work mistreat us, it's because we let them.

The attitude we take towards others will spark a reaction. Whoever thinks women are "cold bitches" should think of what he might be doing to get that response. Those who say that women "are all the same" are most likely putting themselves as victims in order not to take responsibility for their attitude towards others. This is

nothing more than a way to dodge responsibility for their mistakes.

This doesn't necessarily mean that those who accuse women are completely mistaken. But even if it were true that, let's say, 50% of women from certain city are immature and malicious, the problem starts when we restrict our focus to that 50%, and place ourselves in the role of victims without looking for any alternatives. We would be allowing those observations to determine the outcome of our attempts. This is just a way to escape the guilt and the sense of responsibility that come from knowing our endeavor was bound to fail.

There are thousands and thousands of single women. If a man cannot find the right woman it is because he is looking in the wrong places. He then judges hundreds of women unfairly because he is not willing to accept the responsibility for his failures. And if you happen to identify with this kind of thinking and attitudes, I recommend you try to become aware of the areas in which you are failing and reflect on that —not just in relation to women, but in your life in general. The world is not against you.

Chapter Five

A Look Towards the Past

“ Time-traveling is just too dangerous. Better that I devote myself to study the other great mystery of the universe: women!”

Dr. E. Brown (Back to the Future III)

In his work *The Origin of Species* , Darwin claims that animals choose their sexual partners based on criteria related to survival and reproduction. It is believed that due to evolution, both men and women have developed different attraction mechanisms, so that they will be able to perpetuate the species efficiently. Those mechanisms, which were formed over the course of thousands of years, are still extant today, even though our lifestyle has radically changed.

That is why men tend to agree on many points when they describe what they consider to be attractive women: they are usually young, her features are symmetrical, they have soft skin, and they have more or less the same hip-waist ratio. This is a trace of the evolution of our species, which dates back to an age in which sex was associated exclusively with reproduction. A man can feel attracted to a woman by just looking at her, and thus “biologically sensing” her ability to reproduce.

We could say that what women evaluate in men is, on the one hand, their position in society (meaning rank,

power, social status, and position in the eyes of others), and on the other hand, the resources they possess (in relation to personality, emotional intelligence, social intelligence, wealth, etc.).

However, it doesn't follow that a rich man will be able to successfully seduce any woman he wants. Working as a coach, I encountered hundreds of wealthy men who had problems seducing women. That is to say that when we refer to social position and resources, we are not talking about being the president of a company, ranking high in the social hierarchy, or being extremely rich. Because of the characteristics of our evolution, women perceive the status and value of men mainly through their behavior.

In the following chapters we will discuss in depth what kinds of behaviors are more attractive, but for now let us say that a man who shows potential for success is found to be just as attractive as those who are actually successful. What has to be borne in mind is that the potential exhibited by a man will be measured by a woman according to her own set of values and beliefs. What this means is that every woman measures potential in her own way (we will come back to this point in the following chapters).

As we said before, back then women's choice of a partner was directly related to survival. A woman may also experience sudden feelings of deep attraction, but given our species' evolutionary history, they usually take longer to decide whether the "investment" is worth it.

One of the mechanisms which can help precipitate that choice is what is known as preselection. If a woman has already rated a certain man as a potential partner, other women will be more willing to consider him as a potential partner. It frequently happens that when a woman enters a relationship with a man, he suddenly becomes more attractive in the eyes of her friends; it is also common for men who are engaged or in a relationship to be found more attractive.

The traces of our evolutionary history could also account for the anxiety and the fear of rejection we experience when we approach an attractive woman.

Men of old probably did not have contact with as many women as there are today. Getting rejected by a woman could cause preselection to work against him, and hence dramatically reduce his chances to reproduce. For this reason, many authors consider this issue to be the main cause behind our fear of rejection, also known as approach anxiety.

Nowadays, however, we do not face any real danger if a woman rejects us, there will be no actual danger threatening our lives (unless her boyfriend is a gangster or her family belongs to the mafia). We can simply turn away and search for another woman. But our emotional system does not know this, so we still experience the feeling that for thousands of years helped perpetuate the species.

Now, try to picture one of those moments we see a woman we find attractive. It could happen in a pub or even

in a means of public transport. At those moments, we try to come up quickly with something smart to say. Usually, all phrases that come to mind seem silly, so we finally end up rationalizing about why it was not a good time to go talk to her. We feel the full power of approach anxiety working on us.

Three Seconds

A very effective technique to help us overcome this feeling and not fall into those rationalizations is the three-second rule which appears in the book *Mystery Method*. It's very simple: if we see a girl and we like her, we must start a conversation with her before three seconds elapse.

In this way, we prevent the feeling of anxiety from appearing. There is a very interesting analogy which compares approach anxiety with the feeling we have before jumping into a pool of cold water. Every time we are about to jump into a pool with a temperature we are not used to, we are bothered by even the slightest splash. But after we jump into it a few times, we start to get used to it and enjoy ourselves. The same happens with approach anxiety. The first woman we talk to in a pub (or anywhere for that matter) may make us feel uncomfortable or uneasy, and it may always be so, but once we are in the game, it starts being fun. So, if you want to write your own story, go out and get splashed!

Anecdote I: The girl on the bus

I was leaving Nelson, New Zealand on a bus to Queenstown; from There I'd then fly to Bali, Denpasar. It was supposed to be a normal, twelve-hour trip. When I got on the bus, my seat was in the first row with an impeccable view of the front. I always like to travel with a window seat, but unfortunately this time I had the aisle, next to a robust man who was taking up part of my seat. It wasn't the best way to start a trip, but I couldn't blame him.

All the other people began to board, and when the bus was almost full, a girl sat down on the seat across the aisle, just a further forward than me, so I couldn't quite see her clearly. She looked like she might be pretty, but without a clear view I couldn't guarantee her attractiveness. I knew that she noticed me too because we exchanged a quick glance and probably shared the same question.

The bus started moving and I fell asleep for the first few hours. Sometimes, I vaguely woke up from the small movements of the vehicle. Also, sometimes I secretly observed the girl, but I was just able to see one side of her face with blonde hair and sunglasses. I really couldn't tell if she was attractive or not, something that started to bother me.

We made our first stop. I could have gotten down first, but instead I watched the girl do it. She turned her head and her eyes met mine. Our gazes locked. I was enchanted, she

was lovely. We maintained eye-contact for some moments. It was nice. We looked directly into each other's pupils, as if we could see inside of the other, naked... Or perhaps that was just my desire. Someone behind us got impatient and crossed between us, breaking our trance. We didn't speak. I got up and went outside to eat the chicken sandwiches I had prepared. For some reason, I expected her to magically appear at my side, but she didn't.

I climbed aboard the bus again, and there she was. Sitting in my seat, I realized that she could watch me all the time from where she was, and that she probably had been. I broke the silence by asking her if she was from England. "No," she responded, "Sweden. And you?" "Argentina." Our conversation continued and she told me some of her stories from around New Zealand.

While we were talking, I was observing and admiring her face as well as her body. Something that always takes my attention are a woman's hips because for me that determines a large part of their attractiveness. It's said that men are instinctively attracted to some types of hips because they indicate the most fertile woman. Also, the ratio between the hips and the waist determine how attractive a woman is for the majority of men. I have no idea what her hip-to-waist ratio was, but I didn't care. Like the animal I am and acting intuitively, her hips allured me.

Our gaze was penetrating, like we both knew we liked each other. Sometimes, silence fell and I kept quiet to see if she'd re-initiated the conversation, and she did. Also, she

started playing with her hair. I love it when they do that. It's like being told directly: "I like you" but...without actually saying it. Passengers started returning to their seats. Our situation became a bit more difficult as people surrounded us and we lost the intimate connection we had had. In spite of this, we both continued talking for a long time, until we fell asleep and some hours later, arrived.

We went in search of our bags. I took mine and then moved to the side to wait for her. She found hers and came to me. "What are you going to do now?" she asked. Sometimes I have the feeling it's the women who pick *me* up, and I like that. "I was going to ask you the same," I answered. "Do you know any hostels to recommend?"

She gave me a couple of names, but then said she wasn't going to stay in Queenstown because she was going to take another bus immediately. I felt a bit disappointed, but there wasn't much I could do. There were small brushes and touches between us, simple things like touching hands or arms.

I thought about asking for her number, but she did it first. I gave her my hand and told her it was nice to meet her. She asked when I was leaving Queenstown, and I responded with the following day. It was there that she showed some disappointment, which I could see in her expression. I supposed she had some idea of returning to the city.

We both put on our backpacks and tossed around a couple of words until we said good-bye again. I extended my

hand again, but she, rather than taking it, hugged me. Something I didn't expect. I tried to wrap my arm around her back, but with her backpack I couldn't, so instead I placed my hand on her waist and caressed her gently. She slowly pulled away from me, without looking away and smiling.

I had spent the night before at a party organized by the owner of the hostel I had been staying in. I had talked with him and his brother, who had asked me about the girl I had gone out with. Kai, one of the owners, asked me: "What do you always say to pick up women?"

It's a question I often get, as if there's a secret formula for love. I told him: "There are two things you have to keep in mind." Both men listened intently. "First of all, we're never going to pick up all the women; some just won't like us and we'll have to accept that." They both nodded, as if I had said something very serious. "Second," I continued, "It's not so important what we say as how we say it, but personally I used to begin conversations by saying 'I like you' (depending on the context).

I was about to explain what my words really meant, when Kai, without waiting a second half-turned and said the same words to the first girl who passed. He said it such an unnatural way that his intention was obvious. I was about to interrupt him, when the girl timidly started towards him . "It works!!!" he exclaimed. "Whatever," I thought.

Our gazes continued to penetrate in the bus terminal. "I like you," I told her, a little timidly but sincerely. To tell the

truth, it wasn't that easy for me to say it, I felt a chill running through my body as I spoke. She smiled and looked away, looking down shyly.

I held out my hand and she took it. I encircled her with my arm and leaned in to kiss her. Our lips met, generating a strange sensation at first, but exciting. We were two strangers in a bus station, kissing.

We began slowly, getting to know each others' lips. I took her neck with my hand and stroked it. She placed the palm of her hand on my beard, brushing it slowly. I always enjoy that. Not more than a few seconds passed, but I still feel the moment as I'm writing these words. Then she said, "I hope to see you again," before kissing me lightly and quickly leaving to catch her bus.

Perplexed and standing with my backpack, I watched her go. "I hope so too..." I thought.

STEP II

Build a strong identity

" We know what we are but not what we may be"

— William Shakespeare

Chapter Six

Who are we really?

“ You are not your job, you're not how much money you have in the bank. You are not the car you drive. You're not the contents of your wallet. You are not your fucking khakis. You are all singing, all dancing crap of the world.”

– Tyler Durden, *Fight Club*

Nowadays there is a trend towards basing identity on material possessions, a trend established through marketing and driven by the needs of the modern capitalist system, which exacerbates unnecessary consumption, making you believe that if you don't own the latest phone, the latest car, or the best perfume, you will never be successful. The main problem of defining our identity through material possessions is that it implies that what we are looking for is external validation. External validation might be derived from the material plane, but people also try to obtain it from sexual liaisons and other people's opinion of them. It has to do with attaching value to things that have nothing to do with who we are. Constantly searching for external validation is unhealthy, and, moreover, it lowers our self-esteem. External validation is like a drug. You become dependent on it. When you have it, it produces great satisfaction, and when you don't, great dissatisfaction. That is why it is fundamental that we work in pursuit of what we will refer to as internal validation.

Another important issue is what is known as loss aversion. This is a psychological concept stating that the grief we derive from losing something is greater than the pleasure we derive from obtaining it —whether this be a car, a girl, or the first place in a competition. The more things we accumulate, the more fearful we are of losing it all. Therefore, the people who claim they can sell you happiness are definitely trying to rip you off. Although we all have material needs, it is much more constructive to build internal validation, which is mainly based in defining and accomplishing goals of our own, so as to become disengaged from other people's expectations.

Our Identity

First and foremost, the strength of our identity will translate in our level of attractiveness. What we stand for—our values, our behavior, our passions, our relationships, our beliefs, our actions— is the sum total of everything we do. It might sound somewhat simple, but the best way to become a more attractive person is through self-development.

Like it has been said before, women should be a corollary of this development, not its primary goal. The best lines, poses or pick up techniques will be of little avail if they are not accompanied by a mature personality. Words and actions are nothing in themselves. Our behavior has to be a reflection of what we are.

Of course, acting attractively (flirting, exhibiting leadership, being protective, not looking needy) can say a

lot about our personality. When we flirt, we are showing that we are self-confident, that we love a good laugh, and that we don't take rejection too seriously. These are attractive traits. If, on the contrary, we continually complain about our boss nagging us in the office, or about our ex leaving us, or our father not lending us his car, what we are showing is that we don't take responsibility for what happens in our lives, that we are not doing what we love, and that we like talking ill of others. Undoubtedly, these are quite unattractive traits.

However, devoting time to learning what to say and do to appear more attractive with the sole intention of making more conquests is quite senseless. It's not that it doesn't work, but it's not a solution that will lead to actual growth and improvement in conquests and relationships; it is more a temporary patch than a real solution. It might boost our confidence, but at some point we must start aiming to become a better person. Defining and building our identity will ultimately determine which women we relate with and what sort of relationships we have.

If we don't take care of our health, are grumpy and negative, are forever complaining, dress slovenly, have poor personal hygiene, avoid responsibility as a general rule, and we don't pursue any passions, then our level of attractiveness will definitely be low, and no line or technique will be able to make up for that, at least not for long.

Conversely, if we are confident, positive men, if we take care of our health, are satisfied with the way we dress, are

engaged in positive relationships, and don't constantly exhibit a needy attitude, well, then we will become immensely attractive, a position in which probably we will be successful with women just by doing or saying whatever comes to our minds,. This is not to say that we have to be flawless, but that we should rebel against mediocrity, and do our best, be the best version of ourselves. That's the reason why people feel attracted towards positive character traits, such as having the ability to play an instrument, the capacity to run a business, the discipline to train for a sport, a passion for dance, and so on. These traits are indicative of a strong identity. That is why one can often find 65 year-old men dating beautiful 25 year-old women. There's no doubt most of those women are only after the man's money or power, but in many other cases they feel attracted by the personality and disposition that allowed those men to earn said social status.

Does this mean that feeling confident in every aspect of life will immediately translate to a higher success rate with women? Not directly, but everything will be much easier. By building an interesting life for ourselves, we will notice more people wanting to be a part of it.

Chapter Seven

Our Value Scale

“ To r espect others is to respect yourself”

The values with which we characterize our identity and our priorities in life determine how we judge ourselves and how we judge others. For example, someone who values himself because of his capacity to earn huge amounts of money will most probably gauge everything in financial terms. Whether it be a party, a drink, a trip, or a person, he will measure everything through money. In line with this logic, if he encounters someone who doesn't value him, he will most likely think this is due to jealousy or envy, or because that someone feels threatened by his fortune. Conversely, if he encounters someone who highly values him, he will be inclined to think it is because that someone admires his power and success, or intends to get something from him. Similarly, he will judge people according to how much they earn and how much they spend. And if for some reason he were to lose his money and his capacity to earn it, his identity will surely fall apart.

As a matter of fact, we tend to pair off with people who identify with the values we hold, and who have a similar scale themselves. Whoever asses himself based on the amount of money he makes is bound to believe women value him because of that too. So he will most likely end up

with women who esteem his ability to make money...and probably the money in itself.

The same happens with those who define themselves through their beauty and attractiveness; they will feel others' appreciation hangs on those qualities. If they get a job interview, or tickets to a party, or they spark interest in someone, they will probably think it has to do with their looks. Contrarily, if someone deems himself unattractive, he might believe his lack of success in a certain area derives solely from that fact. How many men consider themselves ugly and are convinced that is the reason they are rejected? Whoever considers himself a "loser" will gauge everything in terms of that social status. If he doesn't get a certain job it must be because he didn't deserve it, if no one laughs at his jokes, he thinks it is because everybody knows he is not successful. And the other way around, if someone finds value in him, he will think it is because that someone hasn't yet realized what he really is: a "loser".

And the same happens with many ways of appraising and measuring experience: people who measure life based solely on spiritual growth will most surely believe that everybody should try to find salvation through spirituality. These people will probably think that those who prefer going to parties and drinking every weekend have chosen the wrong path.

On the other hand, those who value life in terms of parties and popularity will gauge others according to how many parties they have attended and how much fun they

are. These people will most likely think that anyone who would rather stay in on a weekend and watch a movie is very boring.

If anyone measures life in terms of travel, then he will measure others according to how many places they have been to. Those who prefer staying home and living by their usual routine will be considered ignorant or ambitionless.

It is also possible to measure life in terms of family and relationships. Then, people will be judged by how close they are to their family or how many friends they have. Through this lens, people who would rather go on long trips might be seen as indifferent on account of how much time they spend away from their loved ones.

Those who consider everyone else to be incompetent, envious, stupid, or weird, surely judge themselves the same way. Even if they don't openly recognize it.

Discovering our Values

Not long ago, I had the chance of reuniting with two childhood friends. All three of us share similar cultural values and ideologies. We are also of the same age. But all three of us are walking towards the future in different directions. One is developing his own business, he recently changed his car for the third time, he works in commerce, and his patrimony is always on the rise. The other is in med school, where he's always getting high grades and has a highly promising career ahead of him. As for me, I worked in many different places, studied social dynamics and

communication on my own, I entered relationships with different kinds of people, and I am on the brink of starting a journey around the world. We all have set very different courses, but which one is the best? Undoubtedly, each one of you will decide according to your own standards: that is to say, according to your preferences and to the course you have set, or would like to set, for your own lives.

This doesn't mean that judging is wrong. We human beings can't help it, it's an evolutionary trait we developed in order to quickly assess other people. The important thing is to be aware of the values with which we judge others. Remember: it all depends on your priorities. Rather than passing judgements, we would do well to try to exercise understanding.

We all develop judging standards influenced for the most part by those who were around us during our upbringing; we either change or reaffirm what we were like in our childhood, or what we believe others thought of us. Maybe this has to do with childhood and adolescence being the periods in which we are most heavily judged, even though at a young age our identities are not yet well defined. Those judgements can mark us: those who were "losers" will become "winners" or will try to demonstrate their status as such; those who were "good-for-nothings" will want to prove they are smart and hardworking; those who used to be "popular" won't want to lose their status; the "shy" boy will want to be a ladies man, and in many cases he will succeed in becoming one.

We all have our own standards, and we can't expect others' to coincide with ours. As it has been observed, people tend to get together with those who share their standards; still, it is possible to accept that others'--although they may spark some disagreements--can be mutually beneficial. The key is that we conscientiously choose what sorts of people we want to hang out with, whether we accept their values and ideas, and whether these values and ideas are compatible with ours. We shouldn't go through life trying to change other people's standards; everybody has a right to choose the standard they want to measure their life by—that is a good thing. However, being in contact with people with different standards and accepting them, will help us open our minds; it will make us better people. It enables us understand there are other ways to see the world.

Chapter Eight

Diversify your Identity

“ One cannot be a slave to one’s identity

If there is an opportunity for change,

one must change”

– Eliot Gould

As was mentioned in the previous chapter, consciously or not, we all build our own identities and in some way decide what we value the most, what makes us feel accomplished, and what increases our self-esteem: what makes us feel important, internally or amongst others. There are an infinite number of options, such as being popular, being intellectual, being professionally successful, knowing how to make money, being attractive, and even being a “winner”, just to name a few. And in this way we determine how we want to be validated.

Generally, we tend to identify with certain traits we feel define us, whether they stem from physical characteristics, social mandates, the education we received from our parents, or maybe even a childhood trauma. This is probably a good time to draw a parallel with economics: when it comes to investing, the general consensus is it's best to diversify. That way, if one investment should crash, we still have others to keep us afloat. To put it in colloquial terms, we could say that it is wise “not to put all your eggs in one basket”.

The same thing happens with identity: if we restrict our identity to a single aspect, and then fail in that area, we will feel deeply frustrated. However, if we diversify our identity, we won't feel quite as shaken should something go wrong.

It is quite frequent for men to base their identity in their money-making capacity: if they go bankrupt, they lose their identity and their self-esteem, since it was this capacity that made them feel worthy. It is not strange to hear of men who lose their fortunes and end up committing suicide.

Diversifying your identity is not the same as doing lots of things. You can take up many different activities but still identify with only one of them. Take, for example, a doctor who is married, has children, practices a sport with friends on a weekly basis, and enjoys reading. If we close up on his life, however, we might notice he dedicates most of his time to work, and the little time he spends with his family and friends, he is talking about work. He practices a sport every week, but all his friends work in the same hospital, and everything he reads is related to medicine. In this example, despite the great variety of activities he is engaged in, the man's identity is closely related to his job —being a doctor.

How to Diversify your identity

The issue then lies in making investments in many different areas. We should try to go beyond our work and our extant relationships, and try to learn new skills, travel (and not go after new experiences just when we are on vacations), take up new hobbies, and dedicate more time to

our family and friends just for the sake of their company; we should ask ourselves what we would like to be recognized for, what activity makes us feel good, and then pursue it.

A very common mistake is to take up a new activity, such as yoga, boxing or meditation, for the sole purpose of adding something new to our list. It becomes nothing more than a means to obtain social approval, rather than a means to work on ourselves. We shouldn't just try to take up new activities; we have to truly invest in ourselves. In many cases, finding something that we really like will take time; we won't enjoy every activity and do well in it from the very beginning. Our enjoyment of an activity is a matter of how we approach it. A woman working a bakery, for example, may enjoy her job because she focuses on its social side—interacting with people—rather than on the actual baking. Perhaps it presents an opportunity for her to come together with her friends and talk. The same applies for practicing a sport: we might want to get better at it or we may be uninterested in gaining skill, and rather just enjoy the opportunity it presents to meet new people, relax, and unwind our minds.

Anecdote II: Chance

I found myself returning to my apartment after a party, walking in the middle of the night, overcome by tiredness. I took my headphones out and plugged them into my cell

phone, then continued my trip in my little bubble, completely oblivious to my surroundings.

I walked for several minutes with the sole purpose of sleeping - or so it was, until I heard the shout of my name, which disoriented me. Out-of-place and surprised, I turned off the music in my ears and turned to see who this person was who had said my favorite word.

Crossing the street in the darkness was a girl walking with a guy, who approached me with equal surprise. I still didn't know who I was dealing with. She repeated my name again but this time, in the form of a question. I looked at her face and recognized her, a 20-year-old Italian girl I had met several months ago at Christmas. She had left the city and I hadn't seen her for some time.

As she neared, each detail of her reappeared in my memory: her short black hair that didn't pass her neck, her brown eyes, her pointed nose, her earring in the shape of a horn, body, accent and way of communicating. In the seconds it took her to reach me, I registered each part of her, and my head announced that it was the same person I had met before. The information about her resurfaced... except her name. I couldn't remember her name...

We greeted each other with a kiss on the cheek, although I would have like to kiss her mouth instead. We both moved our heads away slowly and looked at each other strangely. Our meeting was so strange and spontaneous, something I could have never hoped for. I think that she thought the same. I looked at the boy she

was with. I could see a certain distance between them; it seemed that he was just a friend.

I asked what she was doing in Sydney, and she responded that she had come to see a Foo Fighters concert, and that tomorrow she was returning to Melbourne. She introduced me to her friend, a guy whom she had met in a bar the hour before. I greeted him respectfully and he told me his name, but I quickly forgot it.

My doubt was: If she had met him an hour ago and he was just a friend, then why were they walking alone in the street? I asked if she was staying in the hostel she used to work in, in which I was used to visiting her. She told me no, that an older, married Italian friend had told her she could stay at his house for free, but that earlier that evening, he had started sending her messages that crossed the line.

The situation was so awkward that she preferred not to return, leaving all of her belongings at his place. Her new English friend had offered to take her to the hostel he was staying at to spend the night.

“ Oh, okay!” I said. The guy seemed uncomfortable, his intentions exposed, but he didn’t say anything. It seemed clear to me that the Italian was using her charms to find a place to spend the night, but was mostly just interested in sleeping. “I live in an apartment, you could sleep in the living room if you what,” I told her. When the guy heard me, he started. His eyes opened wide and he looked tensely at

the girl, waiting her response as if it would sabotage his plan.

Undoubtedly, I liked the idea of returning home with her, but it wasn't my plan to take advantage of her need. I really would have done the same for any friend in the same circumstance. Years ago, during a trip in Northern Argentina, I had spent a night in the street because I didn't have a place to sleep, and it hadn't gone well. The next day, I had got sick.

She hesitated for a second, then accepted. The guy looked frustrated, but said nothing. I talked with him for a bit to be polite and say goodbye. I had nothing against him. A couple meters from us we saw a sleeping drunk, who seemed to have come from a party. While I was talking to the English guy, I watched the girl. She walked over to the drunk man and tried to wake him.

“ Are you feeling okay? Is this your phone?” she asked him, lifting a cell phone from the ground. The sleeping man, who didn't look too bad, despite his alcoholic state, was sitting on some stairs in Hyde Park plaza. She started asking him where he lived.

He said he was from Melbourne and staying in a hotel, but he couldn't remember where it was. He produced a card with the hotel address, and she asked me if we could take him there. I looked at the card, and found it wasn't far from my flat. “Okay, let's go!” I responded. We left the English guy behind and continued walking with our new companion.

When we started to walk, the girl surprised me with a question, asking: “Oh, you’re coming from a party, right?” I suppose she assumed it from the way I was dressed and walking in the street in the early morning. I told her yes, without giving details.

Our new friend had gone to a party with some co-workers and they had abandoned him. When we arrived at his hotel, he was very grateful and told us that if we ever needed anything at all, he’d help us. He emphasized, **ANYTHING AT ALL.**

I felt like he was a genie who had just come out of a magic lamp to grant our wishes. Instinctively, I envisioned asking for a million dollars. A smile spread across my face, then I remembered we were in front of a drunk. We told him it was nothing, and not to worry about it, but I continued thinking about that million dollars.

We started walking towards my flat, talking and laughing about how we had met. When we arrived, I went to the bathroom and realized that I had lip-prints, in the form of a kiss, on my cheek. Now I understood why she had asked if I had been to a party.

I cleaned my face and went to the living room, where she was waiting. As I said before, I didn’t want to take advantage of her situation—she was in my house out of necessity. On the other hand, I didn’t want to kill the possibility that she also wanted more.

I was about to ask her what she wanted to do when I noticed she was looking out the apartment window, looking

as excited as a puppy wagging its tail to go to the park. "Can we go outside?" she asked enthusiastically. "Sure, of course!!" I responded. I took my bottle of water and we went out onto the balcony. I had decided that I was going to try to make a move.

I put the water bottle on the table and told her not to drink too much. We talked for some twenty minutes about various things. She seemed quite relaxed and comfortable. We kept a big distance between us because we had separate seats. I thought about moving us to the living room couch, where we could be closer together and more intimate.

Just when I was about to do it, she got up and asked me if I was tired. I responded no. Then she suggested we go to the living room, and surprised, I agreed. At this point, it felt like it was she who was seducing me.

Now, in the living room there were two double couches, and I sat first. I wanted to test her to see if she would sit beside me or choose the other couch. She sat on the other. FUCK!! Okay, it wasn't important, I'd invent some excuse to get closer.

But as soon as I sat, I could see in her face that she too had observed our distance, and after just a few seconds, she rose to go to the kitchen, while still speaking to me.

I listened to see what she would do; I think she turned on the faucet and then turned it off again, maybe to wash her hands, but I'm not sure. She returned and sat beside me on the armrest. Personally, when I like a girl, I love when

they make this kind of move, demonstrating their interest or desire.

I laughed at what she had done. I admitted to her that I was happy to see her again, and extended my hand for her to take. She took it and squeezed. I drew her closer to me and she kissed me softly. It was like kissing her for the first time, and it was strange because I hadn't planned for this to succeed at first.

I pulled my head back for a second to see her expression. She smiled. I moved her to sit on my legs and we started kissing again. Between kisses and caresses we continued talking and minutes later she was leaning over me as if she were cradling me, while stroking my beard.

"You're a really great guy," she said. "I am!" I responded, "But tomorrow I'm going to be a jerk and kick you out of my house." She punched me gently, biting her lower lip and we laughed. I think that I could have held her there in my arms all night. I loved the simple fact of having her there, her eyes fixed on me and a smile that unfolded after each kiss. She seduced me and excited me.

The night was long and we slept very little. Being with her again was better than any present I had received at Christmas. We got up together the next morning, and I accompanied her to retrieve the things she had left at her friend's house, who, as soon as he opened the door, she said: "You are a damn idiot!"

Then she kissed me, we departed without promises, and she got on her bus to Melbourne. Our meeting had been

nothing more than a beautiful coincidence.

STEP III

What it means to be yourself

“ Practice makes perfect”

-Anonymous saying

Chapter Nine

The Three Principles that influence our success with women

“ I want to die a slave to principles. Not to men.”

— Emiliano Zapata

In the following section, we will analyze in detail the main variables influencing our success with women. Mark Manson, author of *Models* , poses three basic principles you must keep in mind in order to understand your relationship with the world of women.

The first principle has to do with the **lifestyle** one leads. As we have already observed, people tend to relate with others who have similar lifestyles. The more we develop our lifestyle, the more chances we will have to relate to women we like. The second basic principle is **courage** , that is to say, how many women we dare approach, how many women we open up to. And, finally, the third principle is related to our **social skills** , which will determine the quality of the relations we enter into.

This can be summarized as follows:

1. **Lifestyle** : Quality or kind of women you meet.
2. **Courage** : Number of women you approach.
3. **Social skills** : Quality of the relationship you start.

These three items are interrelated, and together they function as a system. The three are present in everybody's lives, and everybody has their own strengths and weaknesses. Imagine, for example, a middle-class man who is fit, dresses well and has acceptable social skills, but lacks the courage or nerve to relate to women; this may become a problem or a deficit. It is also frequent to observe men who have strong social skills but only for when it comes to relating with their peers; this problem may derive from having little contact and experience with women during their childhood. In some other cases one can observe men who have a great amount of courage but poor social skills. Even though they have nerve enough to approach many woman, they don't seem to have any luck in their attempts. We will therefore analyse each principle in detail in order to subsequently observe how they function in relation to one another.

Lifestyle

We could define lifestyle as the way one chooses to live. It is related to our tastes, values, habits, and customs. It also has to do with our socioeconomic status.

For example:

- On a Saturday night, do we go out or stay in and watch a movie?
- Do we buy fine, expensive clothes or are we constantly on the lookout for sales?

- When choosing a place for dinner, do we prefer an elegant restaurant or a diner?
- Do we want to have a quiet life or one full of adventure?
- Do we imagine a life with lots of children or do we prioritize professional development and business?
- Do we practice any sport? Do we pursue any passion? Are we into visiting new places or do we prefer to sit on our couch and be left alone?

As it has been repeatedly mentioned before, people tend to get together with those who have a similar lifestyle, that is, a way of living with which they can identify; they are prone to get together with those who share the same values, ideology, socioeconomic status, etc.

Let me exemplify: if we have a high socioeconomic status, then we will have more chances of being with women who have that same status; if we live with our parents and have no prospects, we can't expect to be with a professional model.

If we are not famous at all, we can't expect to date a celebrity. If we are overweight and dress slovenly, we will most likely end up with women who do the same. This has little to do with the number of women we can relate to. A man belonging to a low social class, or who has little money, may date hundreds of women. However, it is true that having a higher lifestyle often is a door-opener when it comes to interacting.

The lifestyle we lead is also related to how we pursue our dreams. If we keep a job we dislike, friends we don't love, or we are unemployed and don't lead the life we would want to, it is likely that we will also fail with women. There is a series of questions that may come in handy in order to assess our situation: if we could do whatever we wanted, free of limitations and without chances of failure, what would we do? What kind of a mark would we like to leave behind? How would we like to relate to those around us? If what we do at the moment has no resemblance to the answer to those questions, then something is off.

Many men —and women for that matter— feel frustrated, and they are under the belief that their problem lies only in their relationships, when really it derives from a lack of development in several areas of their lives. A fine lifestyle is not necessarily that of a millionaire, but one that allows us to accomplish our goals, or to at least try to. Always keep in mind that someone who shows he has what it takes to be successful in whatever area he chooses will be just as attractive as someone who actually is.

Courage

A father gives his life to save his family from a fire. During World War II, a group of soldiers give their lives to safeguard a key position. All of them die, but they save the lives of thousands of fellows. In China, a man with two shopping bags stands in front of a line of tanks. The tanks

stop. A man is secretly in love with his best friend all his life and he never tells her...

Statistically, the greater the number of women we approach, the better results we will get and the more women we will be with. Of course, our chances of succeeding in each interaction will depend on the level of our game.

For certain men, even if they have built business empires, fought in war, practiced extreme sports, climbed mountains, or written novels, the mere sight of a woman in a sexy dress is enough to make their hearts and minds quiver.

As P. Hayes put it, “ *Courage is doing what you are afraid of. There is no courage without fear*” . Almost everybody feels a little anxious before approaching a woman. As we said before, this has to do with evolution: during prehistoric times, approaching one of the tribe’s fifteen women and failing to win her over constituted a great risk. Nowadays, we will most likely never see that attractive woman we talked to again...unless she wakes up next to us the following morning. Approach anxiety starts being a problem when it becomes disproportionate and it prevents us from action.

Approaching a woman makes us nervous because of our fear of rejection. The greater our fear of being rejected, the more anxiety we will experience. Contrarily, the more courage or nerve we have, the less we will suffer the effects of anxiety, because

Anxiety can be chronic, whether it comes from our genes or we acquire it from our environment. This may be the case if your father suffered from social anxiety, and you learned to relate to others by watching his interactions. It may also be a result of a trauma you have experienced. Here I am using the word “trauma” in a loose sense: it doesn’t necessarily have to be an event from childhood, it may also have taken place during young adulthood. If, being rather inexperienced, we go out to a pub and are strongly rejected in our first seduction attempts, we might be scarred. Anxieties are by no means fleeting, and almost everybody experiences some level of anxiety, however mildly. It may be a mark we carry with us for life, it may be inherent to us. But relax: the truth is that we can muffle it down to the point that its effect is minimal. If anxiety is conceived as a habit which comes in response to a certain situation (“ *I feel anxious when I have to approach a woman* ”), it is possible to create a more positive habit, which will progressively desensitize us to whatever makes us afraid. In this way, we will be able to build a strong foundation of confidence in our ability to handle a situation.

There is a phrase by Ronit Herzfeld which accurately summarizes the attitude we ought to assume: “*Courage is not the absence of fear; it is seeing the possibility of your demise and doing your work anyway.*” In most cases, it is best to start with small goals. For example, if you feel ill at ease with talking to an attractive woman, you could start by approaching her and just asking her the time. Thus, as you

grow more comfortable, you will be able to improve your interactions. It is crucial to be able to discern when we are lying to ourselves or making excuses. When we are under a great amount of anxiety, our subconscious deploys an arsenal of defence mechanisms to justify our fears. There is a great variety of these defence mechanisms: blaming others, claiming apathy, rationalizing excuses, getting angry or assuming a defensive attitude.

Let us observe some very frequent cases:

- A man reads a number of books on seduction and when he finally gets the chance to talk to a girl he thinks, *"I'm not ready yet, I should read some more."*
- A man goes to a party, sees an attractive girl and starts getting nervous, so he decides to put on an apathetic attitude, convincing himself that he only went there for a drink and to spend time with his friends, when really he went there to meet new women.
- A man gets rejected and as a result starts to claim that *" all women are the same "* and that *" they are all crazy "*.

Has it never happened to you that an excuse you frequently resorted to suddenly becomes unimportant when you finally decide to actually do what you were avoiding? If so, what was the real reason we were making that excuse for ourselves? It's quite simple: because we were not being honest with ourselves. Nowadays, people are always talking about how important it is to always *look* happy, and how

everything has to be fun: the books we read, the movies we watch, the conversations we have. If things are not so, then we are not “cool”. It is as if being angry is bad; we always have to think positive and have an “it’s-all-cool” attitude. It seems we should be partying nonstop, like we see in TV ads.

Don’t get me wrong, it’s not that I have anything against feeling really good and being positive. The point is that we should accept how we actually feel; we ought to acknowledge ourselves and start the change from there. We shouldn’t deny our feelings; we should first and foremost be honest with ourselves. Life is a collection of contrasting emotions. As they say in *Vanilla Sky* , “ *Just remember, the sweet is never as sweet without the sour.* ” Emotions are not positive or negative in themselves, they are a sort of electronic dashboard that lets us know when something is wrong, and we have to learn how to discern and deal with them. Ignoring those emotions is harmful. It is as if the car’s dashboard told us we have little fuel left and we ignored it. Knowing that our car is almost out of petrol is not a bad thing, but if we ignore that fact, there will be consequences—in this case, the car won’t run.

It is perfectly okay to be angry; anger is an emotion and it is not negative, it is simply a symptom that something is going on with us. The problem is not knowing why we are angry, or continually being in that state.

If you are angry and you act like you are not, you will most surely become even angrier. If you acknowledge how

you feel —instead of trying to resist it and hide it—, it will be easier to feel better.

The same happens with fear. If we are afraid, the best thing we can do is to acknowledge the situation and take it from there.

Stepping Out of our Comfort Zone

Now, this is all very nice, but the fact we understand it does not in itself guarantee we will have the courage and the nerve to act accordingly; that will require a great effort on our parts. There is something known as “comfort zone”, which is an area in which we feel at ease. And we feel at ease because it is known ground, not because we actually like it. As the saying goes, “better the devil you know than the devil you don’t”. This is like taking the long road just because you already know it and that makes you feel safer, instead of taking the risk of looking for a shorter one, which presents more dangers and chances of getting lost. This makes sense, because taking risks often makes us feel thrown for a loop. However, it is this very fear that prevents you from living your life fully. The more afraid you are of living, the less you will enjoy life.

If we want something more from life, then we will have to go and get it. This will require emotional energy, motivation and actions. If we are slothful, then we will hardly achieve any change.

What would happen if we took the time we spend watching TV or surfing the net and invested it in something

more productive? This is about building our own self-worth. People who feel they are in control of their lives tend to be happier. Those who feel helpless and are afraid of moving on will most likely —regardless of the amount of pleasure in their lives— feel miserable for having stayed in the old path. Developing courage is crucial for the achievement of happiness, as well as for meeting women.

Social Skills

Social skills are determined by how efficiently you communicate your intentions and emotions, and by how you move other people. The more you can enrich the interactions you are involved in, the more lasting and pure they will be. Social skills are closely related to emotional intelligence.

The two most common mistakes are showing emotional neediness and investing more than a woman does, both before and during the relationship. Men who show signs of emotional neediness tend to confuse women's approval with attraction. As it will be discussed in detail in chapter ten (which deals with behavior) the needier a man appears, the less attraction he will spark. This sort of mistake leads many men into trying to "be in friendly terms" with women, and avoiding any sort of confrontation.

In the chapter on polarization, we will look into how highly relevant confrontation can be in generating attraction. The second section has to do with situations in which a man puts the woman he finds attractive in a

pedestal, and so ends up investing excessive amounts of time, energy, or money in that interaction. This kind of behavior is also found unattractive by women.

How much do our looks matter?

An experiment was carried out in which two equally attractive women—but with different bearings, one sloven-looking and with a poor attitude, the other smart-looking and with a stronger attitude—stood at the side of a road asking for help. It hardly comes as a surprise that the girl with the stronger attitude and the better-kept appearance obtained better results.

One would say it is a silly question, and yet it keeps coming up in consults: how much do our looks matter? It often happens that people consider seduction from a simplistic perspective and conclude appearances are everything: if someone is attractive, then he will have no trouble seducing a woman. This conclusion is false.

However, it is true that attractive people tend to be perceived by others as having positive characteristics, such as competitiveness, self-confidence, and intelligence. This is why the TV and advertising industries resort to attractive people: the positive characteristics the person is endowed with become associated with the show or product. In fact, it has been shown that, in situations involving sentences, fines or lawsuits, attractive people often receive softer punishments than they otherwise would. They sometimes even get better marks in exams. In general, people tend to

empathise more with others they find attractive, and to want to be closer them.

But I would like to remind those who feel left out of this elite group of the phrase, “there are no ugly people, only lazy people”. I am convinced that 95% of the people who consider themselves ugly or dislike their appearance do so for reasons which have nothing to do with the genes they carry, but rather with their being unfit, not grooming up, having a poor attitude and a low self-esteem.

The issue doesn't lie in whether we are “ugly”, but rather in how we communicate, behave and project to others. An interesting fact about people who are generally considered attractive is that they usually employ a lot more nonverbal communication. It can be clearly observed, then, that being attractive is not just a matter of genetics. Being physically attractive is one aspect, but it's not all there is to it. All ads have a share of highly attractive, dominant, or sexual nonverbal communication.

As to level of fitness, anyone willing to go to the gym for six months and to eat well, will observe amazing changes, not only in their appearance but in their mood too. That person will have improved his appearance, which will make him more physically attractive. It doesn't matter if we are overweight or too skinny. The gym quickly solves these problems, and it also helps us improve our posture (it straightens us up, if we are among those who tend to hunch over).In addition to this, it will most surely strengthen our self-confidence, not just because of the improvement in our

appearance, but also because the daily work on our body will raise our self-worth. This is beneficial for our image and it will lead us to act in a more attractive way. And most importantly, it will improve our health, raising our energy levels and making us feel better. This will affect all aspects of our life. Working out boosts the production of endorphins, which are hormones responsible for bringing about a feeling of happiness. Working out, then, sparks happiness. Exercise also causes a release of testosterone, which increases sex drive, fosters ambition, and makes you act in a more dominant and aggressive way (in a positive sense).

Going to the gym can be a quick solution, although it is possible you have tried it already and you hated it. If that were the problem, I suggest looking for a sport that suits you better, an activity that you enjoy, but also an activity that you can practice periodically. If you take up something you don't enjoy, you probably won't last long. Another significant benefit of practicing a sport is that it gives you the chance of meeting a great number of people, both men and women.

Now as I have already stated, being sexy is not just a matter of looks, but also of sometimes being bold in how we dress, how we act, and how we behave. I know many people who are physically very attractive, but who have such poor attitudes that they fail when trying to pick up someone. Most of the time, this problem is rooted in the past: perhaps they were not as attractive during their adolescence, and they were mocked or completely ignored by women. This

kind of people tend to be hungry for validation and to have a terrible fear of rejection, which they try to avoid at all costs. Acceptance and rejection, however, come from within. Many people brand themselves as ugly because they are not efficient at seduction. They think, "*I'm sure she said no because I'm ugly*", or worse: they don't even give it a try, they fall into "self-rejection". They once again put the perspective of others over their own, so that this "no" becomes an identity-determining factor.

This comes as a consequence of building your mentality in the basis of a low self-esteem, of thinking you are not good enough. With the passing of time, year after year, this kind of thinking becomes increasingly fixed. Ideas function as a sort of wiring within our minds, they interconnect with one another. That is why it is difficult to change old habits. But the truth is we can mold our minds into the exact shape we want. In the past it was believed that the mind was rigid and it could not be changed, but recent research claims this is not so, that the mind is absolutely flexible and open to change, should we have the right disposition. It may not be easy, and it might take time, but is only a matter of putting our minds to it and being persistent. It is a matter of working on a daily basis towards our goal, of changing the habits we think need changing. Many people say, "*well, that's all very good, but I'm very shy, I couldn't possibly go up to a girl and talk to her.*" And I say to them that they might have gone through situations which made them feel shy, but that doesn't condition their future, it may simply be

something that conditions their present. But that can be changed. Starting by our system of beliefs.

As for me, a year after I finished high school I decided to work on my looks. I gradually started training in the gym. At first I found many of the exercises to be difficult, and I wondered whether it was a good idea. Two years later, I had gained 15kg of muscle mass (I used to be really skinny). In addition, I had kinesiology sessions to improve my posture. I also went into speech therapy because I mumbled (I still do a little bit). These efforts, together with the experiences I went through and the knowledge I gained, were of enormous help in developing my self-confidence. They helped me build a new mentality for myself. The difference between a strong and a poor attitude lies in how we think; it depends on us. 90% of the outcome of the situations we face will depend on how we react in the face of them. Let us devote some time out of every day (the more, the better) to mold our minds into what we want to be. Do we want to be more confident, patient, assertive and attractive? Then we should start visualizing ourselves that way.

But this alone is not enough, it is also vital to foster situations and go looking for experiences that put you face to face with these new realities. If you have been shy all your life, gradually try to start making conversations with women —this will help you gain confidence. How attractive one feels is more relevant than how attractive one actually is.

In regards to clothing, I can confidently say, that just as a man feels attracted by a woman's physique, a woman will feel attracted by a man's attire and style (dressing well is a sign of high social skills and social intelligence).

Being adequately dressed can make it much easier for us to interact. Now, being sexy is a matter of self-confidence, it depends just as much on our minds as it does on our looks. Fine clothing makes us feel confident and helps make a better impression. Expensive clothing is not a condition of dressing well. It is not necessary to wear expensive clothing to be well dressed. There are people who dress lavishly, but their outfits are mismatched, so their effort is to no avail.

Moreover, when choosing our outfits, we must take into account our lifestyle. If we hold a very important position which carries great responsibility, our attire should reflect knowledge, confidence and experience. The way we dress should be a projection of the image we are going for. Think about the following: how authoritative can a policeman be if he is untidy and unkempt?

Body Language

Body language is an expression of our emotions. When we are sad, our body tends to hunch over and make itself little. If we open our posture, and we straighten up, our emotions will change. And vice versa, if we are happy but our posture is closed and submissive, we will drift towards more negative feelings.

Which postures are better, then? In order to answer this question you can watch the movies of the great “Casanovas”, such as James Bond, or those starring Tom Cruise or Brad Pitt, and observe them closely; you will notice how attractive posture can be, regardless of how handsome, ugly, tall or short we may be. It is amazing! Bearing in mind that 85% of communication is nonverbal, we can infer that what we say is not as important as how we say it. The first thing a girl does when a man approaches her, is scan him from head to toes —how he talks, how he is dressed, what his style is, how he moves, is he trembling? All this in just a few seconds.

As regards body language, one must pay attention to whether the body is posed in an open or a closed posture, whether it is straightened to its full extent or it is hunched, whether it is exposed or it is covered. Being posed in an open posture —which may involve arms or legs—, shows vulnerability and confidence, since you are leaving your vital organs exposed. This attitude indicates a disposition towards listening and cooperating. On the other hand, crossing or folding any part of your body is indicative of closed body language. When you fold your arms or cross your legs, you may subconsciously be trying to protect vital or tender parts of your body (e.g. heart, lungs, crotch, etc.). A closed body language is indicative of a negative and defensive attitude, and of an unwillingness to listen and cooperate. Generally, when it comes to a woman, the

position of her arms is more relevant an indicator than the position of her legs.

When reading expressions of body language it is important to consider the context in which they are being produced and whether they are congruent with it. It is not something you should take lightly. For instance, someone may have their arms folded because they are cold. It is best to be prudent and to analyze various signals before drawing any conclusions. The more space someone occupies, the more dominant he will look —being outstretched is a sign of power. One classic pose to seduce is placing your hands on your waist, so that it will stand out. This disposition implies dominance, and it is charged with sexual innuendo. Contrarily, being hunched over is indicative of submissiveness and weakness. Some examples of submissiveness could be stopping, folding arms (closed posture), placing one's feet underneath one's seat, standing with one's feet too close to one another.

Keeping hands in plain sight is a sign of confidence and sincerity. Putting our hands in our pockets or behind our back will generate distrust, since it may seem we have something to hide. That is why, if we want to strike an attractive pose, it is best to avoid putting our hands in our pockets.

If we rest our body weight on one leg, we are giving signs of tiredness, and fatigue is not very attractive. The best choice is to stand with our weight well-balanced between our legs, and to keep them spread at shoulder

distance. Try to stand straight, keep your chin up (avoid looking downwards), puff your chest out, throw your shoulders back (mildly), and stay relaxed.

It is also advisable to attend a gym or practice a sport, not just because this will help you become fit, but also because it will most surely improve your mood and help you develop your self-esteem.

If you are going to have a drink, take care not to hold the glass at chest level or near your mouth, since you would assume a closed posture, creating a barrier between your body and others.

Another important issue to bear in mind is that the direction towards which our feet and torso point usually indicates where our interest lies. If we are talking to a friend, it's best to do so facing him and not sideways, which indicates we are interested in the interaction, not in search of something from the outside. Once I started changing that habit, I got better results with women. Believe me, more often than not, the only women you can see in a pub standing side by side with their friends looking for men are those who charge a fee. That attitude is a clear demonstration that they are in search of something outside their group. Therefore, if we want to avoid seeming needy, when talking with our friends, we should try to stand mostly face to face with them, rather than side by side. Even some friends with whom I used to go out, and to whom I explained this simple fact, told me that their interactions in pubs and

nightclubs were greatly improved by this. It may seem a small detail, but it says a lot about us.

Finally, it is important to look the other person in the eye while talking. I don't mean you should stare like a crazy person, but try to maintain eye contact around 70% of the time. The same goes for when you are listening. Then, even if it is a bar or a nightclub you are in with your friends, it is advisable to stand facing them while you talk.

No attitude is less seductive than standing next to a friend watching people go by. On the other hand, remember smiling always helps create a nice atmosphere. Modifying body language might seem easy, but it takes time to get used to the changes we want to implement. It will be very hard to carry out those changes if we don't keep this in mind. Moreover, this process will involve working constantly and exercising awareness. Our mind will try to adjust us to habits. Developing new dispositions may make you feel uncomfortable at first, but it's just a matter of getting used to them.

Chapter Ten

What determines women's attraction

“ If you want to understand someone, don't listen to their words. Observe their behavior”

- Albert Einstein

As we have mentioned before, it is believed that cavemen chose women according to their reproductive characteristics, which they detected almost on sight, by observing women's physical appearance. Today men still give great importance to physical attractiveness, even though we don't directly associate sex with reproduction anymore.

Women, in contrast, paid more attention to the personality, status, and hierarchy of their potential mate, bearing in mind their need for protection and the chances of survival a man represented. The presence (or absence) of these traits is perceived by women through the observation—whether conscious or not— of male behavior. For this reason, this kind of selection usually takes a little longer, although in many cases it happens almost immediately. By behavior I am referring to how someone behaves towards others, and also to how others behave towards him—these aspects being closely linked, since it could be said that, in a way, we are treated however we allow ourselves to be treated.

It is commonly believed that it is material possessions that women find attractive, when actually in most cases what furnishes a man with sex appeal are not his possessions, but the attributes that allowed him to obtain them. If a man builds an economic empire, it won't be in his business that his appeal lies, but in his personality and in the attributes that allowed him to build it, elements which can be observed in his behavior. This is not to say that the woman who chooses this man won't be interested in his empire and his power. Let us now imagine this man's son, who inherits all his patrimony, but who lacks his father's capacity to keep the companies running.

He will most definitely appear less attractive than his father. This is not to say that there won't be any women who are interested in his money in itself. The same happens when a man has a university degree: it is not that the degree is in itself attractive, but that the attributes that allowed this man to achieve it are attractive.

Emotional Need

A further element which determines people's behavior and attractiveness is their level of emotional need. Such as Mark Manson claims in his book *Models*, a man's attractiveness is inversely proportional to his level of emotional need. People with a high level of it are often perceived as less attractive, and they emotionally invest in others much more than others invest in them. They put other people's perception before their own. They want

others' acceptance more than they want to accept themselves.

In general, women are attracted to men who invest to the same or to a lesser degree than they do. This is good, because in a way it means the less we try, the more successful we will be. As the saying goes, "do less, not more". What is meant by "investment" is the extent to which people sacrifice or modify their feelings to get others to like them. A classic mistake in the process of seduction is to implement overly grand measures in order to impress a woman, such as getting her flowers or a box of candy, buying dinner in a fancy restaurant, or picking her up from her house for a date. Behind this kind of behavior lies the belief that women have to be bought, that one must invest more than them in order to get them interested.

If one has a needy attitude, other people tend to notice. Not only women. It is a widely accepted fact that showing a needy attitude can have counterproductive effects in job interviews, negotiations or any other social interaction.

If one has a needy attitude, others will wonder why we are so desperate to get something. A man behaving in a needy manner towards a woman will surely make her wonder things such as "why is he acting this way?", "What if he treats me like I'm so important from the very start because he has very few choices? What if I am his *only* choice?" and, "why can't he get any other woman?"

Think about this: if a certain woman was our only choice, how would we behave towards her? And what if we had

already been with three women on that same day? If we have been unemployed for six months, how would we behave in a job interview? And what if we got five offers every week?

I like to project an attitude that gives women the idea that they can leave whenever they want. I don't try to stop them by talking on and on, or by getting close to them when they move away. In many cases, when I see they seem to be in a hurry or moving away, I stay put and keep talking with the same voice level as when they were closer. Another useful technique is to mirror their behavior: if they act like they are in a hurry or leaving, I do the same.

One night I was sitting in a nightclub talking to a girl. I considered her the most attractive woman in the place. She was twenty, she played hockey, and had an air like she had been the popular girl in her school. Her name was Micaela.

I hadn't kissed her yet when a friend of mine came by and gave me a drink. I invited him to join the conversation, and he asked Micaela to introduce him to her friends. She stood up and went looking for them. When we saw her walking away, my friend came to and said, "Oh, I'm sorry! I drove her away." To that I said, "no problem! She wanted to go, it's OK. If she comes back, it's because she is interested," and she did. I assure you that if I hadn't taken an open attitude towards her (meaning that she could leave whenever she chose to), if I had showed I was afraid to lose her, I would have gone against my best interests. My

thought was: “I can’t force her. If she doesn’t want anything, then I’m not interested”.

Therefore, it is important that when we are acting needy towards someone, we try to be aware of it —we should reflect whether this behavior is us being authentic or whether it is a desperate cry for approval.

One of the questions that I am frequently asked is: How do I start a conversation? What should I talk about? What if I'm not equipped with any pre-planned conversation-starters? The truth is, I don't have any premeditated lines I use to talk to women. Sometimes it happens that I don't know what to say or we end up sitting in uncomfortable silences. Sometimes I don't even know how to get further than saying “hello.” It's not that I think that having prepared conversation topics is bad—I used to use them myself, but even when I had material prepared, I couldn't control the whole conversation. The problem arises when we come to rely on these ice-breakers to “maintain the conversation” or to “say something to impress her” because deep-down, these are just ways of idolizing her, of looking for her validation or approval.

Many men have told me how they can easily hook up with girls they aren't interested in, but when they've tried getting women they actually like, they have problems: the conversation doesn't flow and they end up alone. They asked me to say to these women. “I feel like if I had two or three topics to get things rolling, I'm sure I could improve and get the women I like more,” one guy wrote me. Well, it's

completely normal to feel nervous or anxious about talking to people we feel are important, but the reality is that we don't have to do anything different around these women in particular. The difference is that when they talk to women they consider less attractive, they do so with a disinterested attitude without seeking their validation.

So why not, instead of asking ourselves what topics we could use to interest girls, we think about topics we ourselves are interested in talking about? Women are looking for someone exciting, not someone who is afraid of expressing themselves.

In seduction, like in many other arts, less is more. Being capable of doing anything to impress a girl —thinking in anticipation what to tell her, trying to plan a perfect date, buying her flowers, buying her dinner, etc.— is a sign of neediness. For this reason, the more you convince yourself that you don't need to do anything extraordinary to win her over, the better you will position yourself as a man of high value who has no need for approval.

This is not to say that one can't give a woman a present, or even buy her flowers, but this should only be done if it is born from a personal, unselfish impulse, not in expectation of winning her approval. This offers a clear explanation of why men who give their all to women who have not shown any interest tend to fail in their attempt at seducing them, even though these women considered it to be a “nice gesture”. In line with this, men who avoid showing excessive

interest and trying too hard, usually have a much higher success rate.

In my personal experience, at first it happened to me often that I attracted women's attention, but because I showed too much interest and invested too much in them, the attraction they felt towards me faded away, even if we had already kissed and they had thought of me as a potential boyfriend. I knew that I was doing something wrong, but I had a hard time figuring out what it was. I cared too much about their opinion, which made me try harder, and I could see how I lost control over the interactions.

Paradoxically, the more afraid you are of losing someone, the more likely it is that you will. Many times, when I noticed a girl was interested, I'd try to say something that she may like for fear of her losing interest, but ended up losing it all the same. Why was that? Because I was subliminally telling her that I cared far too much about what she thought of me, I gave the impression of being very needy emotionally, and, as a consequence, she lost interest.

The more we try to keep someone close, the harder it will be to convince them to stay. Men have a tendency to feel attracted to women whose level of emotional need is the same or lower than theirs, too. When a woman manifests too much of an interest in us, we tend to find her less attractive. Paradoxically, it often happens that not investing in a woman makes her want to invest in us. Why is that? Because human beings subconsciously place greater value on whatever is scarce. Being overly available can

make her feel put off. Contrarily, looking unavailable might make her feel attracted to you. This is why there are many cases in which your best shot at attracting or making up with someone is to do nothing. Look the other way. Move on.

Most men who try to convince women by taking them on expensive dates, or buying them drinks are in fact putting into practice a subtle form of manipulation. This implies that they are dishonest about their intentions, and that they need women's attention and approval. What they are unknowingly saying is that women are above them, and they try to compensate for this with money. True honesty is expecting nothing in return. And true honesty is one of the attributes of emotionally self-sufficient people. This doesn't mean that buying someone a drink is showing neediness. It's not something bad in itself, the question is whether they actually deserve the gesture, and whether we feel an honest desire to do it.

That being said, true emotional independence lies far beyond appearances. There are people —both men and women— who make themselves look emotionally self-sufficient, show little interest for others, and are generally unreactive, and yet end up involved in toxic or co-dependent relationships.

There is a defense mechanism of pretending apathy, which makes people remain distant for fear of exposing themselves or being rejected, and in many cases this can make it look like they are not needy when they actually are.

Many books on seduction suggest it is best to avoid looking needy. This might work for a while, but emotional need is not something we can hide forever. Developing true emotional independence takes time. It is a more complex internal process which will allow us to be truly honest.

There are people who have a tendency to put on an act, but at some point their real selves end up coming to the surface. Examples of this could be people who have been left by their partner and do the impossible to get back with them, or people who start a relationship giving an impression of emotional self-sufficiency and later invest themselves wholly into that relationship, dropping their friends and hobbies, and dedicating all their time and energy to their girlfriend.

We all have a certain level of emotional need, we all want to love and be loved. It is important, however, to keep that level of need low. Not showing yourself as you really are, and not showing vulnerability, is a sign of emotional need, because it means you care too much about what other people say, and you value their perception more than your own. Requiring external feedback to feel at ease is a highly needy attitude. Not everyone's attitude will be as needy.

Chapter Eleven

The key to an attractive personality

“ In love the paradox occurs that two beings become one and yet remain two.”

-Erich Fromm

We have already analyzed how behavior affects attraction. But there is a key matter which, if not properly worked upon, may prevent us from fully developing an attractive personality: the transmission of emotions.

During my years as a coach, in which I advised hundreds of men, the trait I found they all had in common was the inability to express their emotions freely. In fact, this is a problem I also used to have. If we try to conceal ourselves and pretend we are something we are not, then we will find ourselves torn by a great incongruity. In contrast, if we open up and show ourselves as we really are, with our strengths and weaknesses, we will be proving that we are not afraid of exposing ourselves, that we are not afraid of rejection. Strong people can open up without fearing getting hurt. They generally put their own beliefs and values before those of others, unless they decide it best to do otherwise. These people are willing to run risks.

Exposing ourselves puts us in an attractive light. If someone is able to expose their weaknesses, it is because they are strong, not weak. Body language offers clear signs of this: slightly tilting your head backwards exposing your

jugular is a demonstration of strength, because that is a sensitive area. The same happens with leaving the area of your crotch or chest exposed.

Similarly, certain actions which are in most cases interpreted as signs of weakness, actually take a lot of courage, like telling someone how they much they move us or how happy their presence makes us. These situations expose us to rejection, but this is not a bad thing, I would even dare say it is a good thing. It's as the saying goes: "what doesn't kill you makes you stronger".

Being exposed to rejection can strengthen our belief in ourselves. It may also make us feel uncomfortable, I'm not saying it won't, but it is that very feeling which will make us stronger. The concept of vulnerability has been widely studied and developed in studies on seduction.

It is there in both *Mystery Method* and *Models* , by Mark Manson. The more honest we are about our flaws, the more people will think that we are perfect. The more comfortable we are about not being perfect, the more people will think that we are.

There are two ways of exposing ourselves: emotionally or socially. Emotional exposure has to do with sharing our fears and insecurities, but it's not that we should go around telling everybody about our weaknesses, or about our dog who died, searching for kind words or approval.

We shouldn't word vomit all of our problems on others. This is a typical trait of needy people, and it constitutes a poor way of presenting ourselves. It is all a matter of

showing we are not trying to be perfect, that we accept ourselves just the way we are. Social exposure takes place when we are in a situation in which we could be rejected —e.g. giving an opposing opinion within a group, attempting to kiss a girl, approaching a group of strangers in a pub, offering a public apology after having made a mistake, etc. If we were to do this with the intention of impressing people, then we wouldn't be truly exposing ourselves. We wouldn't be truly connecting with our feelings, and this is what ultimately matters.

Exposure is not immediately related to what we say, but to the emotions we want to transmit. It is by sharing the same feelings that we connect with other people. Fix this into your minds: no trick will help you here! We could pretend to share someone's feelings, but it is not something I recommend; it won't work in the long run, let alone make you a better person. It is necessary that we speak the language of feelings.

If we open up to a girl for the sole reason of sleeping with her, the only thing that will be out in the open is our wish to end up in her bed. We ought to be honest about our intentions. It is important to be authentic even if showing ourselves that way makes us scared or nervous. It is perfectly OK to feel that way.

If you are not doing well with women, you are probably having trouble expressing your true emotions and intentions and getting in touch with your feelings. Perhaps conversations with women end up becoming dull because

you try to avoid saying things which might upset them. Or because you delay kissing them out of fear of being rejected. Or because you don't want to do anything which might make them uncomfortable. All these issues have a common origin: the inability to express ourselves freely. The current trend is acting as if we were always fine, we smile constantly and we don't express ourselves authentically. We give empty answers, like "everything's fine". We pretend we have perfect lives through social networks. We have been taught to express ourselves in an unconstructive way, to repress certain emotions, to keep our feelings to ourselves, to try to get everyone to like us, and to avoid doing anything that might be considered "stupid". It is possible that in our homes there were certain subjects which were considered taboo, which might have generated something akin to a childhood trauma. It may be the case that our parents had trouble expressing their own emotions.

If you want to have real, deep relationships and true friendships, it is important that you share your true feelings—it is at that level that real trust is born. Try to feel comfortable about your emotions, and don't be afraid of expressing yourself. This is something that goes beyond your relationship with women. It has to do with a personal makeover.

A more confident, vibrant and unreserved version of yourself will connect with others naturally. These concepts are not meant to help you become a better seducer, but a better person. We are talking about identity changes related

to mentality and beliefs. Sex will be a collateral effect of these changes. Sex is not the main goal, it just happens.

Leaving someone hanging is another way of displaying vulnerability, because it makes you liable to rejection, and because it shows you are not needy and you are not investing your all. It is actually a good way to see whether she is interested in resuming contact with you. If she doesn't, then it is possible she is not interested in you.

The idea is for you to feel perfectly fine with being rejected —if you don't, then you are not approaching women with the right intentions. As was already discussed, we shouldn't try to obtain something from them, we shouldn't try to get their approval, or get into their beds. If this were so, then we would be investing more than them, and being needier. There are no bad moves when we express ourselves honestly and say how we feel.

Changing Is a Process

“ Time is the best teacher, but unfortunately it kills all of its students ”

Many men feel anxious about talking to an attractive woman and staying in touch with them. They are looking for approval, and they feel the need to show others all their abilities and skills. Some of them are aware of these difficulties, but it takes them time to grasp what the underlying problem is.

And the thing is, it is no use in analyzing interactions in themselves instead of analyzing one's own mood and state

of mind. A man who puts women on a pedestal will achieve little even if he uses the best line that ever existed to open the conversation. The focus has to be set on ourselves, our sight must focus inwards. Meeting women then should be a consequence of a man's personal development, not his primary goal. If a man doesn't explore himself, if he doesn't dig deep inside himself and express his true emotions, he will probably never be able to really develop. A man able to express himself freely will become an emotionally self-sufficient man who puts his own perception before that of others but that doesn't mean he should become close-minded or treat everybody disrespectfully.

This is something that occurs naturally as we learn to face rejection: we accept ourselves, we transform ourselves, we grow stronger —we become capable of genuinely believing in ourselves. This process of development entails exposing ourselves to our own true feelings and thoughts so as to share them with those around us.

This will take time, and it will probably comprise a period of pain and introspection. The longer a man has concealed and suppressed his emotions —such as anger, frustration or shame—, the more hardships he will have to go through in order to overcome them. These emotions function as an electronic dashboard that tells us something is wrong, that there is something we are not being open about. We live in a world where everybody wants instant satisfaction, where people go for short term solutions rather than long term solutions. A world where nobody cares about the process,

everything is result-oriented. A world in which the easy way out is the only way out, and mental and spiritual slothfulness are the order of the day. We often find ourselves hiding these negative feelings through the defense mechanisms discussed above (apathy, arrogance, etc.). But even if we try hard to conceal them, they end up re-appearing as tics, anxiety, depression, heavy crying, feelings of loneliness, etc. It is as if our car's dashboard told us the engine was overheating and we didn't pay it any attention. We could ignore it for a few minutes, but sooner or later there are going to be consequences, and if we keep going we might ruin the engine altogether. Our beliefs seem reasonable enough until we start feeling miserable. Obesity offers a good example of this, since it is an eating disorder which in many cases has an underlying psychological issue, so that anxiety is channeled through eating.

That is why the first step is to build self-awareness, to recognize our problem or fault. Our mind is always able to find reasons that justify our emotional decisions, and these decisions are oftentimes based on our negative emotions. So we need to dismantle the arguments and mechanisms our mind employs to justify behaviors that make us feel unhappy.

We ought to ask ourselves and delve into matters such as what makes us feel ashamed, what things inspire hate in us, and what are things really bother us and why. We must subject ourselves to this kind of analysis. The more we silence something, the more shame it will cause us.

Probing ourselves for motives has to do with rethinking our emotions, bringing them out in the open.

Why am I acting this way? Why am I taking things like this? What are my emotional motives? What are the reasonings in which they are founded? And whenever we find an answer, we should call it into question again and again. This could take months, or even years, depending on how deep the emotion in question is.

Oftentimes we come across answers we were trying to avoid.

This exercise of probing for cause, however, is useful for life in general, not just to work with our emotions, but with our motivations and goals too.

Let me exemplify:

Why do I feel this great emptiness inside of me?

Because I feel sad and lonely.

Why?

I feel I'm not doing what I really love, and no-one is there for me.

Why?

Because I've always done what I've been told.

Why?

Because it was safest.

Why?

Because I was afraid to take the risk of doing what I actually wanted.

Why?

Because these are the same fears my parents had to face, and I was raised by them.

There are a good many questions we must ask ourselves in order to find the real origin of a problem:

Why do I study or work where I do now? Does it allow me to fulfil my passion or does it make feel safe?

Why did I choose the life course I have taken? Is it the one I wanted or the one my parents, my society, or my religion set for me?

Every time we feel stuck, this small habit may be of great help to break down and get to the root of our reasoning. Questioning our motives is an extremely healthy exercise, and it is widely employed in the field of psychology; keeping to this habit can have unbelievable benefits, provided that we are always honest with ourselves.

Chapter Twelve

Honest and powerful ways of expression

“ I am bipolar, and I hate you with all my might. Hug me!”

-Anonymous saying

When we make an unexpected comment to a girl, when we tell someone we like them, when we express our opinion on a controversial subject, or we call someone's attention, we are polarizing.

Polarizing offers a means for us to express ourselves honestly and demonstrate emotional independence. It is related to actions or phrases that have an effect on others. In many cases, polarizing generates amazement in others: they are expecting one thing and get something different. Polarization is a powerful way of creating attraction. We run the risk of being rejected or disliked by some people, but we may also touch upon others' feelings and desires.

As with the other concepts related to self-development, it is important not to think of it exclusively as a seduction technique, since that would make polarization less than honest. In fact, polarizing is closely related to authenticity, with being unpredictable, and making the other feel they are in an emotional rollercoaster.

People unable to polarize tend to fall into dull conversations. There are many who dislike polarizing because they want to avoid confrontation and controversial

subjects, which constitutes a very poor and unattractive attitude. They try to get everyone to like them, and the only thing they achieve is to be neither loved nor hated by anyone. The truth is that they are not showing themselves as they really are, they are not exposing themselves.

It's not just in seduction that polarization is applied, but also in sales, advertising, and movies, in which it is used to get the audience hooked (in fact, it is in trailers where polarization is most put into practice, by showing the movie's best scenes).

Marketing campaigns attempt to polarize you, and many pick-up lines are intended to be polarizing. A polarizing phrase could go something like, *"Hey, I need an opinion... my best friend broke up with his girlfriend. How long do you think I should wait to sleep with her?"* As you may imagine, I never got any girls by saying this, but that's not really the point. I was indeed polarizing, and 50% of them understood I wasn't serious. The point, however, was in exposing myself to failure, and prioritizing my perspective of the situation. Carrying out this kind of exercise as a warm-up helped me develop self-confidence and lose fear of rejection. After that, everything seemed easier.

When we show interest or name something that we like, we are polarizing. When we name something we don't like, we are polarizing too. This is not to say we should go around imposing our whims, saying everything that crosses our minds, or fighting everyone, but that we should be vulnerable and speak with honesty—to defend our point of

view even if this makes us liable to negative value judgements.

If, having asked her out, a girl won't give us a straight answer, we could cut to the chase and tell her: "*If you are not interested in hanging out, it's OK.*" If she says "yes", then, great. If not, well, too bad. There's no point in wasting time with someone who has no real interest in you. It's important, however, that we are understanding and respectful, that we walk in the others' shoes. There's no need to be intolerant.

Confrontation, which often entails polarization, is very closely related with attraction, and we will hardly be able to attract someone if there is no confrontation at some point. A man who is unable to be polarizing, who is afraid, and acts needily towards others, will probably not be open for fear of upsetting a woman. Most likely, he will also not dare wear the clothes he likes for fear of what others might think.

Men who are unable to be polarizing usually fall into what is known as the "friend zone". They might get women's approval, but they will hardly generate attraction. In contrast, men who expose themselves and openly express their desires without constantly requiring external validation, tend to spark attraction and interest in others. It may happen that a woman who was not in the least interested in us suddenly starts feeling highly attracted. It is important to understand that polarization is a way of generating emotions in others, and we can't expect everybody to feel attracted towards us. We have to learn to

live with the rejection of people who don't share our opinion, attitudes, or points of view. We will be compensated with highly honest relationships, with people who really care about us.

Chapter Thirteen

Expressing Sexual Desire

“ There is but one driving force: desire”.

-Aristotle

It is common to see men make flirtatious remarks to women with little results, both out on the streets and in nightclubs. Some comments are really clever, and people may find them funny, but they are rarely effective in terms of seduction. Why may this be? Is it that women dislike being complimented?

Most of these men are thought desperate and needy. Women perceive this behavior, and they don't feel special when, walking down the street, they get these kind of comments. Many women even feel harassed. Consequently, many schools of seduction recommend that men not show sexual interest during the first interactions, and hence not make these kind of remarks. They recommend using some other topic as a conversation starter, and saving the topic of romantic or sexual interest for last. This technique eliminates the problem of seeming needy, so that we may get to be seen in a more interesting light.

However, it is in no way less true that most of us like being flattered, admired, and appreciated. When we hear a positive comment about us, and we deem it sincere, it is virtually impossible to not feel certain amount of sympathy for whoever is flattering us. Normally we will start to care

more about that person, and to feel comfortable around them. Is this the same for women? Which might be the best strategy?

In her book *How to Make Everybody Fall in Love with You*, Leil Lowndes presents a scientific study she carried out on the behavior of men and women when seducing. Lowndes claims that when a woman finds out a man likes her, she automatically gets interested in him, and a certain level of attraction arises. Of course, for something to happen, it is necessary that the two people are compatible, but what is important for us to bear in mind from Lowndes observation is that our showing interest for a woman captures her attention, and that this will at least make her think about us for a while.

In short, there are a great many seduction theories which associate women's feelings of attraction with their feeling wanted. In fact, these theories claim that feeling wanted turns them on, it is a sort of narcissistic impulse. But, at the same time, there are hundreds of authors who suggest it is best not to show sexual interest because it may make us look needy.

What to do with our desire

By saying "hello" to someone we are not significantly investing in them. In my experience, the same happens with sexual desire.

It is not something overly significant. It may be confused with neediness, but this confusion is not related to the

demonstration of sexual interest but to behavior. It is believed that if we avoid showing sexual interest at the very beginning then we will look less needy, but the truth is that this would be nothing more than make-believe. Ultimately, it is our behavior that will reflect our level of neediness. Feelings of attraction spring from the interpretation of one's behavior, not from one's sayings; attraction works not at a conscious but at a subconscious level.

We do not choose who we feel attracted to. Women want to be desired, and the more assertive we are in demonstrating our desire, the more aroused they will be, even if at first they seemed uninterested.

Why is it, then, that compliments fail? In his book *How to Win Friends and Influence People*, Dale Carnegie explains how to express true appreciation for someone. When this expression is sincere, people take it with pleasure, and it makes them fonder of us. Carnegie makes a clear distinction between flattery and adulation. Adulation is phony, and it does not generate positive reactions, because it is not selfless. Appreciation is sincere and people respond well to it.

The main problem lies in not being honest about our intentions, in not being genuine, in wanting people to respond in a certain way, and in being needy; as we say in Argentina: using *chamullos*. There is a difference between complimenting someone because of what we think or feel about them, and complimenting someone because we want something from them. It's like buying a girl a drink so that

she will be with you, or telling your girlfriend you love her so that she will say it back —that's manipulative. If we really want to say something, because we feel the need to express our feelings, that's perfectly alright. But we shouldn't expect anything in return.

The same happens with sexual desire. There are subtle ways of demonstrating sexual interest and sexual desire, like pointing out we like something about her, be it her hair, style, wits, creative capacity, or looks —something we truly appreciate about her.

You may be under the impression that telling a woman you are crazy about her, or that she is beautiful may make you look needy. But this is not necessarily so. Telling someone you like them is also a good way of polarizing. I can assure you that in many of the first interactions with women I would later be with, I started out by telling them I liked them. This I can say honestly, without falling into lies or exaggerations. Such statements, when not expected, can cause a very strong impressions. I must confess I was a strong advocate for not expressing sexual interest at the very beginning. However, with the passing of time I started feeling the interactions I established involved too many unnecessary steps. After being with a girl, I would feel I could have kissed her much earlier, or that I had been talking on end about things I didn't care about, and neither did she, but she had nevertheless listened and disregarded this to play along with me. Why, instead of talking about

music or asking for an opinion I didn't really need, couldn't I just say, *"I like you, what's your name?"*

The truth is that back then I had friends who would cut to the chase, and in a matter of minutes they would hook up with the girl they had approached, which led me to question myself: am I doing this the most effective way? When I asked one of my friends what it was that I was doing wrong, he said, *"Just tell her she is the love of your life."*

But when I tried to do that, I was immediately blown off. Was the problem the line my friend had suggested or my way of approaching women? Should I concentrate on learning new lines or was I doing something wrong? As you may imagine, I come to the conclusion that the problem lay in my approach. Not only was I expecting a specific response and displaying a needy attitude, but, most importantly, I was failing to be authentic. Was my friend being authentic? Well, I doubt he considered all women to be "the love of his life". Yet he was being authentic about his feelings and intentions, and he approached women without fear of rejection, and it was there where his success lay.

Being sexually assertive does not involve complimenting indiscriminately or saying inappropriate things, such as *"I love your breasts"* (unless the context allows it). According to the encyclopedia, assertiveness is, "[...] a form of intelligent, conscious, congruent, clear, direct and balanced expression, whose aim is to help us communicate ideas and feelings, or defend our legitimate rights, without being

harmful, acting from an internal state of self-confidence, instead of from the classic limiting emotional state caused by anxiety, guilt or rage.”

Once I met a girl named Marta. Although this name seems more suitable for an older woman, this was a young, clear-eyed girl. She wore a red dress, and she was quite attractive. I spotted her from a distance when she was entering the pub, and I admit I felt intimidated (one does not always feel like a stud). Around an hour and a half must have passed when, seeing she was close by, I approached her: “ *I saw you when you came in, and I liked you*”. She blushed a little and looking somewhat surprised said, “*So why didn't you come talk to me?*” And I answered: “*I felt intimidated...*” Around five or ten minutes later, we were kissing.

We often try to conceal certain feelings because we think expressing them would be inappropriate or that it would make us look weak, which is a mistake. A strong person can afford to show their weaknesses, a weak person cannot. If I had tried to approach Marta concealing the fact that I felt intimidated or that I liked her, she probably would have noticed and it would have gotten me nowhere.

Let us not forget that our lifestyle conditions our chances of success. If our lifestyle has nothing to do with hers, then, even if we appropriately convey our sexual interest, our chances will be very low. But if this is the case, whether we demonstrate sexual interest is not what will make a difference. I believe the problem does not lie in our

demonstrating sexual interest at the very beginning, but rather in our demonstrating emotional need. Nevertheless, if we want to achieve sexual intimacy with a woman, we will have to learn to convey our desire in an appropriate and authentic way.

Chapter Fourteen

When saying no becomes attractive

Do you feel people use you or take advantage of you? Do you feel your partner monitors you when you go out? Or is it you who monitors her? Do you have a tendency to always blame others for what happens to you? Do you meet women's demands in order to get something from them? Do you often get into fights?

If you answer more than a few of these questions in the affirmative, normally it is because you are not properly setting boundaries for yourself. Setting boundaries means taking responsibility for your emotional state and actions. Properly set boundaries convey a strong, healthy and self-sufficient identity.

Well-defined boundaries also create greater respect among people. The most successful relationships are those in which each person takes responsibility for his or her own emotions and is not continually blaming the other. In contrast, most fights originate as a consequence of blaming others for one's own emotional issues. Assuming responsibility for these emotions will most likely make the relationship a healthy and balanced one. Boundaries help foster the wellbeing of one's mental health and self-esteem. In turn, having a strong mental health and a high self-esteem is beneficial for the construction of personal boundaries. It is a virtuous circle. People with strong

boundaries know they can affect other people's feelings, but that they can't dictate how others should feel.

There are two kinds of people with weak boundaries: those who allow others to overly affect their emotions and those who take too much responsibility for the emotions of others. In general, these two types complement each other well: one takes responsibility for other people's emotions or actions, the other demands that someone else take responsibility for their actions.

For example:

- Not going out with your friend because your girlfriend gets jealous. - Not allowing your girlfriend to go out because it makes you jealous.
- Fulfilling tasks at work that are not your responsibility. - Not being able to do your job without help.
- Blaming others because things don't work out for you. - Other people blaming you for not doing things the right way.

People who lack boundaries often have high levels of emotional need, or suffer from codependency, a constant demand for love and affection. These kind of people tend to sacrifice their identity and boundaries to obtain the love they need, which translates into others perceiving them as quite unattractive. There are those who will take responsibility for others emotions, and they try to "solve" their partner's problems to gain their love and affection. At

the same time, there are those who blame others for how they are feeling, and tend to “play the victim” —they are looking to get the love and affection from whoever “comes to the rescue”.

And although these people seem to be “made for each other”, in practice the only thing they do is aggravate their own issues and worsen the other’s lack of boundaries. This becomes a vicious circle which involves generating and fixing problems that are not real, but are part of a search for self-love. Both sides are behaving in a selfish manner in order to obtain love.

The proper solution to this problem would be: on the one hand, if the “victim” loves the “protector”, they should tell them, *“This problem is my concern, and your solving it for me is not constructive”* ; on the other hand, if the “protector” loves the “victim”, they should tell them, *“I think you are blaming others for problems that are your own, and you should try to fix this situation.”*

For instance, if your girlfriend demands you erase your ex from Facebook, you could reply, *“I’m not doing anything to make you jealous, and erasing my ex won’t solve this problem. You are responsible for your own jealousy.”* If a friend reproaches you for not going to parties because you haven’t been going out for some time, you could say, *“I’m not responsible for whether you go out or not. There are times when I can’t go out, but that shouldn’t stop you from doing it whenever you want.”* If your mother blames you for her feeling lonely, you could say to her, *“I want to take care*

of you, and I'm always going to be there for you, but I can't change the fact that you feel lonely."

Now, does this mean we shouldn't make sacrifices for others, or for our loved ones? Not really, but there is a difference in whether we do it because we sincerely want to please the other person or because we are afraid of the consequences. Interest is only valid when it has no expectations attached. A healthy relationship is not based in manipulating the other's feelings, but in sharing our own growth and accomplishment.

Chapter Fifteen

Deep understanding of conversation

When we talk about frame, we are talking about context. A frame is the stage where a certain situation takes place. It gives meaning to its content. For example, the phrase *“Let’s do it!”* will mean different things according to the situation we are in. If I am at work, then I may be referring to fulfilling a certain task; if I am in the kitchen, to preparing a meal; if I am in a football field, to playing a match; if I am in bed, to sex.

When we misinterpret a message, it is because, although we understand the words we were told, we are oblivious as to their context or frame. Text messages are often misunderstood because the person who receives the message misses the intended tone and can't interpret the words based on body language..

Depending on the context, questions, and even words, can have many different meanings. For instance, the question *“How was it?”* may refer to as many things as a game, a meal, a massage, or a kiss. As was explained before, the context will give meaning to each word. If we have just finished eating and someone asks how it was, it may be inferred that it is the meal they are asking about.

Therefore, if the meaning of words varies according to the frame they are inserted in, whoever has control over the frame will have control over the conversation. Control over

the frame is subject to variations, even if the events the frame contains happened in one single place, belonged to a single situation, or always involved the same participants. The control over the frame can change hands. Trials present a good example of this, since counsel and prosecutor struggle to gain control of the frame, that it is, to establish whether the defendant is guilty or innocent. Another example could be a super sexy twenty-one year-old girl: her level of control over the frame won't be the same when with a man in a nightclub, as when working as a secretary. As was said before, the frame provides context. Ultimately, in love, business, trials, sales, or any other area, victory will be achieved by whoever plays the frame in their own favor.

One frequently hears questions such as, *"Is it okay if I get her flowers?"*, *"Is it okay if I call her after just two days?"*, *"Is it okay if I let her know I'm interested?"* . It all depends on the frame, the state of affairs. Does she like flowers? Have we known her for long? Will this mean a great deal to her? Technically, we could go against everything that has ever been recommended in a book on seduction and still be successful with women.

This will be on account of having played the frame in our favor. In an exchange with a girl, it is important to have a strong dominion over the frame, to convey our identity, behavior, and sexual desire. But it is also important not to try to impose our own frame, or to go out of our way to always have control. As far as human interactions go, we will never be able to control everything. There are so many

variables...in fact, there is this great paradox by which the harder we try to control a frame, the less control we will have over it. Being congruent with the frame we are inserted in, we will have no trouble keeping control over it. We'll have problems when we pretend to have an attitude which is not really true to ourselves.

Conversation Loops

Loops are small frames within a larger frame. We all “insert” loops in the conversations in which we participate. The mere act of saying “*hello*” constitutes a loop. Depending on the general frame, the dimension of the loops may vary. For instance, trying to kiss a girl is a loop. If she is a stranger, that will be a huge loop; but if she is your girlfriend, that will be a little loop. Another instance which constitutes a loop is, for example, when a girl we’ve just met asks us to buy her a drink. That is a big loop, and if we “jump into” it, that will generally mean a “game over” for us. Let us examine a simple example in order to better understand the functioning of loops. There are two friends, one asks the other for a glass of water.

1. *Juan, go upstairs and bring me a glass of water.*
2. *Juan, since you are going upstairs...could you bring me a glass of water?*

In sentence one, we can observe Juan is presented with a big loop. Therefore, it is less likely that he will accept doing what he is being asked. This loop is immersed in a

frame where there is an imposition, and in which the form of address reflects inequality. On the other hand, the loop presented in sentence number two is small, so it is more likely that Juan will say yes. The frame in which this loop is immersed entails a request and the form of address is kind.

A good way of controlling the frame is to ask questions, crafting them in such a way that they will carry the conversation where we want it to go. This method is widely used in the area of sales, so as to convince the client of the desirability of a product. These questions may be something like the following:

- *Don't you want what's best for your family?*
- *Would this be an improvement as compared to your current situation?*
- *Wouldn't that be a nice way of living?*

When it comes to seduction, however, asking questions is not the best choice, because we would be leading women to think rationally, when really what we should do is appeal to their emotions. It is always best to make assertions. A good way of creating loops that work in our favor is to use lines that somehow disqualify the other, since this can constitute a form of flirtation. Here are some examples of disqualifications:

- *" You are trying to seduce me."*
- *" You are only interested in my looks."*
- *" Let's take it slow."*

- *“ Let’s be friends”*
- *“ We don’t know each other well enough yet.”*

Remember that these lines are in themselves just models. What really matters is the attitude they reflect (one of self-sufficiency). In a conversation it is through the loops that we will be able to control the frame, and there are several ways of achieving this. You will often find women who want to control the frame, and so create loops such as, *“Buy me a drink?”* Sometimes women want to check our consistency, so as to see if we really are the dominant man we seem to be, and create loops as tests. These are commonly known as “shit tests”, but if we are consistent, they don’t present a problem. For instance, if a girl wants to put us to the test, and so says *“I don’t like your shirt”* , getting too upset about it will seem highly inconsistent if we had so far maintained a perfect self-sufficient attitude. Fortunately, there are several ways to deal with these loops. Let’s look at some possible ways to respond to the statement *“I don’t like your shirt.”*

- **Generating a new loop** : *“And to think I always thought you had good taste.”*
- **Subverting the loop** : *“Do you say that to every man you like?”* or *“Thank you!”*
- **Ignoring the loop** : Give her a broad smile.

Basically, what we are saying is that we don't much care about what she is saying, because we value our judgement over hers. This doesn't mean, however, that we should be constantly dodging the loops we are faced with. As we said at the beginning, a *"hello"* constitutes a loop, and we generally fall into that loop, answering *"hello"*. A conversation is formed by the loops we put forward and the loops we respond to. Understanding the frame will help us have a better grasp of the conversational matrix, that is, a better grasp of the intentions involved. It is not words, nor actions, that speak about people, it is their intentions.

Avoid Being Reactive

When someone is said to be reactive, that means they always react to other people's actions, and they do so impulsively. They are moved both by positive and negative stimuli: if we insult them, they insult us; if we flatter them, they flatter us; if we face them with a loop, they jump in it.

These people tend to be very passionate, reactive to the whole world around them: either everything is great, or everything's terrible. It is quite mistaken, however, to leave our emotions so exposed and unprotected, and it is also a rather unattractive attitude. Reactiveness comes as a consequence of valuing the judgement of others over our own, which means it is a trait of needy people.

Being unreactive has to do with not allowing validation to come from the outside, but looking for it on the inside. It is about not looking for other people's approval. It involves

remaining unreactive in the face of both insults and compliments. I don't mean we should act like robots, but we ought to develop a certain threshold or level of resistance, a strong basis that allows us to value our judgement over that of others. This is not to say that we should be closed to criticism, or that whoever criticizes us will be wrong.

I also don't mean to say that, if mistreated or beaten, we should do nothing; we have already discussed the importance of establishing healthy boundaries. But respect is not achieved by jumping into the loops other people put in our way. If someone were to say to us, *"You are an idiot for messing up your job"* we could answer, *"Well, how could I have done it better?"* If someone were to insult us when crossing the street, but we think we did nothing wrong, we could just look at them and say nothing. There's no need for a cheeky attitude. What they said simply did not get to us.

Try not to take anything personally

Most people have a tendency to take things personally, and it is right there where reactive behavior has its origins. What does it mean, however, to take something personally? It means to take whatever others might do or say to us as if it were a fact.

If we feel attacked or insulted by someone, we usually take it personally. The motives that led that person to do it may indeed be personal, but not personal for us. The same

happens when someone insults us: we can choose whether to take it personally or not. Everybody lives in their own bubble, each person stars in their own movie, and everybody else is just supporting cast. Everybody sees things from a different perspective; everybody makes value judgements according to their own scale. As was mentioned before, each person has their own scale of values, which they apply to themselves and also project onto others. If you take something personally, it is because you in some way agree with what you are being told. In other words, you are applying somebody else's scale.

In many cases, not even the motives that drive someone to react or proceed in a certain way have anything to do with us. If a friend comes over to visit us, it may not be because we are very significant, but perhaps because we make *him* feel significant, perhaps he feels comfortable around us, or feels understood; any which way, it will always be something that makes him feel better about himself. In fact, if this friend of ours decides to come visit to make us feel better, he would still be doing it for his own benefit. In this way, he will deem himself a better friend or a better person. But let's not be quick to judge, this is something that we all do.

If someone says "*you are fat*", it means that they would consider themselves fat if they were in our shape; but that is the standard with which *they* measure fatness. If we were to take it personally, then we would actually be thinking of ourselves as fat. And where it says "fat" one could insert

any other adjective: awkward, stupid, good-for-nothing, beautiful, generous, kind, or any other epithet you can think of. There's no point in listening to everything other people tell us.

Compliments are also not that target-specific, they are just value judgements coming from someone else's perspective. In the eyes of a criminal, we could be very nice people. But does that make us very nice people? It's better to judge ourselves from our own perspective. What do we find makes us good, or attractive, or happy? I remember one night I met a girl who blew my mind. I spent an amazing night with her, and I had the feeling she felt the same about me. I think she hadn't become a super model only because she had decided to go into some other career which I can't even recall by now. But this story did not have much of a happy ending. The following day I sent her a friendship request on Facebook, together with a message saying that it had been very nice to meet her. A couple of hours later, having declined my friendship request, she answered with something like *"I had a little bit too much to drink yesterday."* I think that what most people will gather from this reply is "I wasn't really interested in you, but I did some things I didn't really want to on account of alcohol."

I understood this as her way of justifying herself in response to the remorse she might have felt for having advanced so fast, but I didn't take her reply personally anyway. Even if I had considered this her way of saying "not interested", it wouldn't have mattered. It's her perspective,

her way of seeing things. Her perspective has nothing to do with mine, and I still think we had a great time.

The same applies for any instance of rejection: it derives from someone else's scale of values. Many people consider someone else's "no" to reveal something about themselves. I have often been in situations where I was asked whether I ever get angry. A friend of mine asked my mother once if I had ever gotten angry about something, and she said, *"Maybe once or twice, when he was a little boy..."*. I mean this as a funny anecdote, since I actually do get angry, and, of course, there are situations which get to me, and in which I find myself looking for external validation. All this is typical of the human condition, it is natural, and it happens to everybody —getting angry, being sad, wanting revenge, feeling envy, and so on. As I said before, these emotions are usually considered to be negative, but they are not inherently so. They simply call our attention over certain symptoms. It is ignoring those symptoms what can have damaging effects: it is toxic for our organism, since it generates discomfort, and it is a sign that there is some issue that still remains unresolved.

Sometimes I like to visualize myself as a shaolin monk or a diplomat. I like to keep these models as my vision. The world's most important companies pursue an ideal of what they aspire to be, which they call their "vision". It is a way of pointing out what mountain it is that you want to climb. The purpose of a "vision" is, in the long-term-future, to lead the

individual towards a desired state .The image of the Shaolin Monk and the diplomat are part of my vision.

Is it, then, that nothing anybody says or does should influence us? Well, no, actually, it shouldn't. And although it is almost impossible, what we can do is to try to develop a threshold, a certain tolerance or level of resistance, so as to almost thoroughly neutralize the effect of the outside on us. Does this mean we have no responsibility for how we affect others? Truth be told, the words we say do have certain power and influence over others, and they can cause them to enter a particular mood. If we hurt someone or make them feel good, we are partly responsible for it. However, the other person is also partly responsible. Taking things personally is like carrying a sign that says *"I allow others to hurt me"* . Think of things people say to you which affect you in no way whatsoever, like when you are reading in some public space and a stranger asks you the time, you answer and then go on minding your own business. After a while you probably don't even remember you were asked the time. Why don't we take this situation personally? Because we don't find it presents any risks to ourselves and our integrity. It could happen, however, that someone took it personally when they were asked the time, and answered, *"Why should you ask me, do I look like I'm here to serve you?"* Most probably, whoever posed the question did not mean any harm, but whoever received the question manifested insecurity. Now, if we are insulted or complimented, why should it affect our integrity? Why

should what someone else thinks about us be so important, even more important than what we ourselves think? If somebody tells us we are amazing, we also shouldn't take it too personally, since we should have figured it out already by way of our own value judgements and validations. And if we don't think we are amazing, then we should do something that will make us feel we are, and ask ourselves: What do we find makes someone unbelievable or amazing?

Chapter Sixteen

Be funny without being a joke

“ Flirting is like a pill, nobody can tell what the side effects will be.”

– Catherine Deneuve

By definition, flirting is a way of expressing our sexuality in a manner that women will find attractive without looking needy, which is always a plus in terms of attraction. The most frequently used flirting techniques are joking around or making fun of the other person. There are people who have taken to learning techniques and concepts such as Negs, Cold Readings, Push&Pull, Cocky&Funny. Some others do magic tricks, play rock-paper-scissors or resort to magazine-like tests, or talk about the zodiac signs, and so on. All these techniques share a common purpose: flirting.

But flirting is not everything in itself: you may be the funniest guy of the group, or the one with the best magic tricks, but if you don't advance sexually. You will inevitably end up falling into the friend zone.

Our ability to flirt is closely linked to our social skills. The better our flirting skills, the better responses we will get from women.

Flirtation can be carried out by joking around or assuming a leadership role. Both these techniques must be applied with honesty and self-sufficiency. Basically, joking and leadership work because they subliminally

communicate little emotional investment from our part. If she responds positively, then she is investing more in us. Now, for instance, if we make a joke about her coat and she gets upset or doesn't try to keep our acquaintance, chances are she is not interested in us.

The same happens in relation to leadership: if she doesn't come along when we suggest going somewhere, or she doesn't fulfill our requests, then it is probable she doesn't want anything with us. An example could be that we ask her to come with us to get a drink at the bar or to go to the drugstore, but she prefers staying with her friends.

As far as jokes and mockeries go, it is important to bear in mind that having a witty personality is more important than knowing the funniest jokes. If you don't like someone, you won't find them funny. But humor is a key element in attraction. In fact, women laugh when they are with men to whom they feel attracted, and men, on their part, feel attracted to women who laugh with them.

In his book *Double your Dating*, writer David DeAngelo suggests a number of amusing attitudes that can be employed when flirting:

- **Misinterpreting what women say** : For instance, if she says " *Let's do it*" (no matter the context), we could answer, " *Hey, I think you are going too fast.*"
- **Fishing for sexual innuendo**: If she says she is cold, we could tell her, " *You are not getting a hug from me.*" If she says she's hot, we could remark, " *It's just that you are standing too close to me.*" If she asks, " *How*

long?” we could say something like, “ Shall I get something to measure it?”

- **Exaggerating what she says or does:** We could resort to lines like, *“This purse is huge! Are you carrying a gun?”*, or, if she were holding a green drink, *“That looks radioactive.”* If she said something like *“I’m having a bad hair day”*, we could observe *“I didn’t want to say anything, but now that you mention it...”* (take care not to cross the line when it comes to matters of looks or age —if she says she says she’s fat, avoid telling her she looks like a whale).
- **Making funny associations:** Try to connect the situation you are in with elements from popular culture, whether it be TV programmes, movies, books, etc.

Another great way to mock her is to combine a strong criticism (said in a playful tone) with a sincere compliment. For instance, *“Those yellow shoes make you look like the cutest clown ever”* , or, if she cannot make up her mind about something, you could tell her, *“So much indecision will get you into trouble, you’re too smart for that.”* It is a bittersweet combination. It can cause a good impression, and it is not always necessary that criticism and compliment are connected. Making use of sarcasm is also quite polarizing, although for that same reason, it can be quite affronting. This is a kind of ironical humor not meant to be hurtful, and it works in a subliminal rather than in a direct level, but, nevertheless, there are moments when it can be

out of place. Sarcasm is the hardest kind of humour to communicate via text message. One ought to be careful when doing so. It is important not to be excessive, to not try to force anything so as to keep the conversation going, it has to be more or less natural. When it comes to humor, jokes always work better if one keeps a straight face, and instead of laughing really hard tries to keep it to the bare minimum. Cracking a joke while keeping an impassive look on one's face causes a greater impact. It is also helpful to read books by comedians or watch their videos, and to pay attention to the use of humor-generating techniques mentioned above. It doesn't hurt to look for jokes or amusing lines, but it is not what makes a difference.

In many cases they will probably look angry. And here we are going to have to learn to tell whether it is because they felt offended, or because they are trying to get our attention. It may also happen that she smiles, but actually took offense in what one said. Not all jokes are well received by any girl in any situation. If they overplay their anger, then we are probably on the right track. But if she were actually upset, then perhaps we went too far. In that case, it is best to simply offer her an apology.

Some useful flirting techniques:

Being defiant

- *" You could be more creative."*
- *" Sometimes you can be very interesting."*
- *" Those are some nice hair extensions."*

Presenting yourself as a guy she needs beware

- “ *I’m the kind of guy you were told to stay away from.*”

Put a price on yourself

- “ *This body is worth its weight in gold*”
- “ *Don’t handle the merchandise if you are not going to buy it*” (in response to her touching us).

Role changing

- “ *You are only interested in my body.*”
- “ *You are messing with me.*”
- “ *Are you flirting with me?*”

Pretending you are an authority

- “ *You better leave right now, I’m going to call security.*”
- “ *That purse is huge, are you carrying a gun in there?*”
- “ *Shall we have a drink? Although let’s get you something with less alcohol this time.*”

Pretending to give her a job

- “ *I’m going to hire you as my personal assistant.*”

One of the main mistakes related to flirting occurs when one tries to impress a girl, fishing for some specific response. This is missing the point. Remember that any given line means nothing in itself —it is one’s behavior and attitude that express one’s worth. Flirting is a useful

seduction mechanism, but it means nothing in the long run. It is essential to open up at some point and connect with the others, showing vulnerability.

If we come across a woman who jokes around and mocks us, it is quite possible she is interested in us, in which case we ought not to be overly sensitive and take it personally. Let us enjoy and have a laugh.

Leadership

Leadership has to do with being in control of the frame. It is an attractive trait per se. But it is not about forcing others into doing things.

To lead is to bring together a shared vision for a collective project. The general characteristics of a leader are self-confidence, resolve, strong imaginative capacity, tolerance, respect towards other people's ideas, and humility to acknowledge mistakes. A great college professor of mine once told me that leadership involves three vital elements: setting an example, setting an example, and setting an example. Yes, setting an example is very important.

And there are some other elements which characterize a good leader: they are always trying to find **new alternatives**, they don't have a reactive attitude towards the world around them, but rather seek to change their surroundings for the better. They have the capacity to **bond with different kinds of people** regardless of ideological differences. They have the courage to **leave behind the**

ways that worked for them in the past and, if necessary, make changes to face the future.

During the process of seduction, acting like a leader may mean to request a woman to carry out a certain task. Flirting by acting like a leader has a stronger effect than using jokes. In fact, taking the lead is a way to show vulnerability, since she may decide to decline the proposal that was made to her. There are many things we can do that are indicative of leadership: asking her out or inviting her to our place, asking her to take us by the hand or the arm, inviting her to take up some activity with us (or to play a game), showing sexual interest, asking her questions about herself, or making some sort of physical contact. Leadership has to do with taking the lead and guiding her where we want to go. Role playing is a good way of combining the use of jokes with leadership. The idea is to turn the interaction into a game. It is important that it is us who have the position of “authority” in this game. Let us look at some examples:

- Employer-employee: *“I should fire you for that.”*
- Boss-assistant: *“That’s an interesting point of view, I should hire you as my personal assistant.”*
- Couple: *“We should get a divorce and divide our assets. I’m keeping the dog, though.”*

Role playing is more widely associated with sex, but it is also very effective when trying to generate attraction. This

kind of games can be useful to “isolate” her from her friends so as to be left alone with her.

Isolation

Isolation has to do with taking a girl from one place to another, usually away from her friends or the people she’s out with, whether in a pub, a birthday party, or a regular party. Strictly speaking, isolation is part of what we will call “strategy”, but it is closely related to leadership, since it is necessary to have courage and a strong personality in order to isolate a girl. As we have already seen, role playing can be a good way to isolate ourselves with the girl we are interested in, but we will look into other ways of achieving this. The process of isolating a woman is to be carried out when we are certain she is interested and feels attracted to us. There are several reasons why we might want to isolate a girl:

- Because it can help us determine her level of interest;
- Because it allows us to get closer to her and to establish a connection;
- Because it offers us a better surrounding in which to try to kiss her.

If a woman is not truly interested in us, then we will hardly be able to isolate her. Similarly, if she doesn’t feel comfortable being alone with us, it is very unlikely we will be able to kiss her. In any case, it is not always necessary to isolate a woman in order to do that. Isolating her is just one

alternative, one that allows us the situation escalate, to better gauge the situation, and to create new environment. Here are some examples of how to isolate her:

- “ *Will you come with me to the bar for something to drink?*”
- “ *Let’s go outside and get some air.*”
- “ *Let’s dance!*”
- “ *It’s too loud here, let’s go sit over there so we can talk.*”
- “ *You should meet my friends.*”
- Resorting to role playing.

Is she is really interested, what we actually say is not all that important. She will want to come with us anyway. But it is vital to isolate her by taking the lead, to make assertions rather than questions —it is indicative of a stronger personality. If she says no, that’s OK, we will often come across some level of symbolic resistance, deriving in some cases of her wanting to avoid looking too easy, or her not being fully comfortable with us yet. If that were so, the best is to just let the episode go and move on. If a further opportunity to isolate were to come up, then we could give it another try. In general, if a woman shows no interest and she says “no”, then there is not much more to it. But if she does show interest and she says “no”, it usually means that she wants us to slow down.

Anecdote III: Double date

I was in Australia, it was Thursday afternoon and I was getting back from work. As I often used to do, I bathed, I ate, I ate more than I usually did and I got into my pajamas (an Argentinian football t-shirt and a short pair of pants). I prepared a coffee, got my computer and went to the balcony to write. Up until then it was like any other day, I was hoping to go to sleep early, or that was until Clement interrupted.

Clement, my flatmate, was a Frenchman from the region of Brittany. He looked like a typical guy who had come out of the mafia: short and muscular but with a roughness and a short temper to him. He took a huge amount of steroids and supplements to increase his body mass, which, on many occasions could affect his temperament. But Clement could be very cordial if you were his friend, if not, watch yourself...

When he was only 19 years old he started selling cocaine on the island of Corsica, the same island where Napoleon was born, but he got out of the game after being threatened with a weapon when faced with a problem with a client. Now, at 23 years old, Clement was working as a pastry chef.

Clement: Germán, I have a proposal for you that you're not going to be able to turn down!

Me, looking at him with some skepticism, as I already knew Clement: What's up?

Clement: I'm talking to a 44-year-old Brazilian girl. She said that she's leaving to Sydney tomorrow. She has 2

friends, another Brazilian and an Australian. She asked if I had 2 friends to go to their hotel. You wanna go?

Me while laughing: Eeeehhhmmm... No thanks!

An image came to my head of three old spinsters who wanted to mix it with fresh meat. It wasn't that I hadn't been with older women before but I knew Clement's taste and it wasn't my style. What's more, it was such an easy proposition, so... I wasn't exactly expecting to find myself with Play Boy models in this hotel.

Indignant, Clement exclaimed: You're so difficult, it's only a bit of fun! I'm gifting you a woman and you reject her!!!

He took his phone out of his pocket and showed me a photo of his veteran.

She was exactly how I had imagined her. A somewhat robust woman, with too much makeup and a dress clad with sparkles... Definitely not my style.

I limited myself to containing my laughter and putting on a pensive face while I nodded my head. I had no doubt that this woman's friends were going to be similar. I asked him if he had photos of the friends, which pissed him off even more.

Clement, sarcastically: Alright my lord!!! What do you want, models?!

I could understand Clement's position. From his point of view he was gifting me a woman and on top of that he had to convince me to accept. But from my point of view, the situation didn't arouse any enthusiasm in me. Falling into

the hotel meant in general terms finding myself closed in, without an escape route through which to flee.

Clement insisted: If the others are ugly, you can have mine and I'll go for them.

I laughed. I admired his generosity, but even his plan B wasn't any good for me.

Clement: Nicolas is coming, we're only missing you!

(Nicolas was our third flatmate, another Frenchman with whom I saw eye to eye and got along with better).

The options were between doing nothing new or risking it. Who knows? Maybe I'd find myself with "Stifler's mom" like in the film "American Pie."

I asked Clement to wait five minutes and I went to talk to Nicolas to organise what we were doing. Barely having seen each other's faces, we both laughed in mutual understanding. Clement had gained a bad reputation between us for the quantity and type of women that he brought to the apartment. He didn't discriminate. If they were alive that was sufficient to enclose them in his room. As a French saying goes: "Une bite n'a pas d'œil" which means "The penis has no eye."

But on the other hand he was also a real stallion. One day he brought in three different girls, one in the morning, another in the afternoon, and the last one at night. Every so often he would go out in his typical white dressing gown to eat something and go back to his bedroom to continue listening to the girl moan. Without doubt, he knew how to please them with his phenomenal French style.

While I coordinated things with Nicolas, Clement continued talking to the Brazilian. The plan had changed, we weren't going to meet each other in a hotel anymore, but in a bar, which was better for escaping. What's more, one of her friends wasn't going to be present, so there would only be two girls. That was bad, if there was one hot one between the three of them, now the chances were lowered.

I thought about not going, three against two didn't seem fair to me, and in addition to this I felt less motivated. Nicolas, without even thinking about it, dropped out before me. I was still having doubts. Clement was furious.

Clement: Ok ok, I'll go by myself. I don't care!

He said every now and again going into and coming out of the bathroom while he put cologne on. Nicolas and I howled with laughter lying on the living room sofa. Clement spent a while getting ready until finally he came up to me.

Clement: I'm going, what are you doing?

Me (unsure): Ok! I'm coming. Give me 5 minutes and I'll get changed.

I put on a shirt and a pair of pants, and went to the bathroom to style my hair a little with my hands. I had left the door open and Clement came up to me again slowly, saying: "I know that it should be the other way around but thanks for coming!"

And so it was, that the two of us went out by foot.

I didn't like the idea of going out on a date as a foursome, I had already done it before a few years back and it didn't go well. On the other hand, it was the first time that

I was going to meet someone when I had no idea what they were like. All the same I was calm, but Clement, with each step, became more nervous.

Clement: But what if she thinks I'm too short? Or if she realizes that I don't speak English well? Or if she doesn't like me?

Me: Relax Clement! You're the same height as Napoleon, Brazilians don't speak English very well either and I assure you that they want to eat us raw (which was exactly what most scared me).

On the way there, every little old lady that I came across gave me a bad idea of what I could come to find in the bar. A cold shiver ran through my body shaking my shoulders. "Where the hell are we going?" I asked myself.

We arrived at the bar a little late due to getting lost. "Is it OK if we tell them we arrived late because we got lost?" He asked me. I laughed, and replied: "Yes Clement, no problem." We stayed in the downstairs part of the bar and didn't see anyone. Clement sent a message and we waited. "Maybe they left because we arrived late," Clement exclaimed. "That could be a good thing," I thought to myself.

Within a few minutes they replied: "We're upstairs."

Shit! I thought, no going back now.

We went up. At this moment, I admit, I felt really nervous about what we could be meeting. The place wasn't very big, I walked between the tables until I recognized the old

Brazilian who said hello to us with a big smile. She was wearing the same sparkly dress as in the photos.

I quickly, and a little scared, looked at who was by her side. Everything happened in slow motion as I spun my view around to focus on this person. My mind was uneasy.

I framed her with my gaze in the style of the film "Terminator," and my eyes began to move slowly up and down scanning her. She had a dark complexion, long hair, delicate features, thin with a slender body, and on top of this, YOUNG. She was the stereotypical Rio de Janeiro style Brazilian girl.

Clement, shocked burst out: **WWWOOOWWW!!!!** **She's beautiful!!!** I'm going to send a message to Nicolas so he knows what he missed out on.

Clement was happy. It was as if he felt proud to provide for me. For my part, I kept myself discreet trying to hide my excitement for the young Brazilian girl.

As we got closer, the older one after seeing me moved close to the young one's ear. She looked at me too and they both laughed. We sat down at the table each of us at the side of who we were interested in.

We said hello. The older one was called Teresa and the younger Mylla, two Brazilians from Brasilia. My dominion of the English language was not perfect back then but at this table I felt like a king speaking. No exaggeration, half of the conversation was conducted using "Google Translate," and more than a few times they said words in Portuguese.

Both of them placed more and more attention on me. Clement seemed shy and a little quiet, but I continually tried to integrate him in the conversation. The girls knew each other because their parents were very good friends and went on a trip together with the whole family traveling around Australia.

Teresa seemed somewhat old to me to be having her dad pay for the trip for her but both had an air of being 'daddy's little girl' (...well, Teresa not so little).

Teresa was a really interesting character for me because, beyond being in her late forties, she seemed possessed by the spirit of a teenager. Her behavior was very childish. She was a woman that had traveled more than 35 countries but didn't speak a second language and didn't seem to have any profession. She gave off the impression of being a spoiled princess.

The conversation flowed, all thanks to Google Translate. Teresa told us that her grandfather was an extremely intelligent man who formed part of the Masons, a secret society that had great influence throughout history (like in the revolution of San Martin or Bolivar in the case of Latin America).

Mylla, the young Brazilian, was approximately my age and had recently become a doctor. She had a more serious look about her but with a somewhat innocent air. Since she did not possess a lot of free time because of her studies, this was her second trip, having previously only been to the United States, "Disney Park."

I found myself sat at her side, which facilitated being able to generate little brushes on her arm, to which she responded in the same way. She smiled a lot, played with her hair and her knees were pointed towards me, I could see that she liked me a lot.

Teresa was also responding well to Clement. She became jealous towards him because in various moments he payed more attention to his cellphone than to her. She even managed to get it off him.

Both of the girls asked us for our phone numbers and immediately Mylla wrote to me. When I opened the message I was imagining something like: "I want to fuck you right now" or "let's get out of here" but instead of this it was "Really nice to meet you, I'll be waiting for your visit to Brazil!!!!"

I concealed my disappointment, looked at her, smiled and said "thanks!"

The situation was good but we had to move from there if I wanted to continue advancing with her. The setup in this bar was small tables crowded around the place with simple chairs and very little privacy.

Clement was already going for his fourth beer, which was why he already seemed more relaxed and talkative. I started to talk to him and proposed going to a nightclub that was nearby which had big armchairs.

Clement: Great! Yes, good idea!

Me: Perfect!

Clement: Ok! So let's leave these two here and go! How about in ten minutes?

Me, surprised: What? No! We can bring them too!

Clement argued: Yeah but if we're not going to fuck them tonight I can't be bothered going with them. The doctor looks very placid, she's not going to want to go.

To tell the truth Clement's observation wasn't very wrong but the truth was, it didn't matter to me if we sealed the deal that night or not, I was having a good time. I proposed to him that we invite the girls to the night club and if they didn't accept we could go by ourselves.

We let them know that we were going to a party, and asked them what their plans were. It didn't seem too bad to me to pressure them a little. Teresa seemed like she liked the idea, but Mylla was unsure.

Teresa: Where is the place?

Clement: Ten minutes' walk.

Teresa: Walk??? I'm not walking for ten minutes, at best we'll take a taxi.

I laughed, thinking that she was joking but no, she spoke in full seriousness. Mylla couldn't decide so Teresa interrupted saying that they were going to the bathroom together. A few minutes went by and Clement started to get worried...

Clement: What if they left?

Clement said while he took another gulp of his beer.

Me: Relax Clement, they'll be back, it's only been five minutes.

We stayed there for a few more minutes as if we were awaiting the verdict of a jury. Clement was super anxious, as if we had waited for hours.

Teresa: Ok, let's go!

She exclaimed while they sat down to finish their drinks.

Clement: Ok, let's go!

He exclaimed while he jumped up from his chair to take one last gulp from the bottle.

Teresa: Wait till we finish our drinks!

But Clement had become an animal, as if nothing mattered to him anymore.

Clement: No, let's go now!

Teresa looked at her glass and simply obeyed. She downed her drink. Mylla looked at Clement with a little disgust. She left her drink.

We took a taxi and arrived at one of the doors of the club. I went up to the bouncer to go past. Without saying why, he pointed at Teresa and said "She can't go in."

Too old? I thought to myself. "Why?" I asked him with surprise at the strangeness of the man's objection.

He looked again at Teresa and decided to give her an opportunity, calling her over. Teresa, while she went up to the bouncer, wobbling slightly from side to side with her thin stilettos. I didn't even realize that she had drunk so much. "No, she can't come in," the bouncer repeated.

We decided to go to another entry, it was a big place. Mylla asked Teresa in Portuguese why they didn't let her in and she answered: "I think they thought I was a prostitute."

I burst into laughter. I told them that in Australia they were really strict with alcohol at the club entries and that in the next entry she should try to act sober.

While we walked I held my arm out so that Mylla could take it, and like that we walked pressed against each other. We both continued talking and laughing while Teresa and Clement were drunkenly howling with laughter together.

We arrived at the next door and managed to get in going straight to the balcony of the club. They went to buy another drink and I stayed talking with Teresa alone. Between the people, like a ghost, coming from the bar, appeared Clement who placed himself behind her and started to wiggle her. Clement was not acting the same anymore.

Teresa: Are you drunk?

She asked him, although without dislike for what he was doing.

Clement: No, why?

Teresa: It's just that when you arrived you seemed so timid and now you're totally uninhibited.

Clement didn't reply, instead, he proposed that we get a selfie all together. It was at this moment that an Australian who was by herself, blonde with clear eyes, fairly tall and attractive, offered to take the photo.

She was so drunk that she couldn't take a photo without it coming out blurry. She started to apologize and acted really concerned, as if it was something really important. She went to my side and started talking to me without

breaking eye contact. Mylla, who was standing to my right, looked over at her, perhaps with simple curiosity or perhaps to mark her territory. I just nodded my head until the Australian left. Then my gaze locked with Mylla's for a few seconds neither of us said anything.

Clement was now like an untamed horse, like a wild beast who wants to party. I suggested going down to the dance floor, despite the fact that my artistic dancing talents were almost non-existent it was a good place to isolate myself with the doctor.

While we moved, lots of the attention on the part of the men and women was directed at Mylla. Not only because of how attractive she was, but also because of her height and how she was dressed.

On the dance floor, Clement was like a miniature French version of Travolta dancing. He started dancing behind the veteran again using pelvic movements. Teresa looked at Mylla with a mock look of terror, and in reality... she let him do it... she seemed to like it.

I preferred to stop paying attention to what Clement was doing and focus on Mylla, at least now we were a little distanced from the others. I didn't know what to say or what to do, my mind had gone blank. It was at this moment that we saw Clement and Teresa kissing each other. Mylla moved to get closer to them to separate them, but I held her back lightly and told her to leave them, they would know what they were doing. She nodded and left them.

Now we found ourselves both motionless in front of them kissing each other. A situation a little uncomfortable because it makes you ask: Should I be doing the same?

Shit! I thought, this is why I don't like going out as a four.

I looked at the armchairs and they seemed like the best option. I said to Mylla to move over there and she accepted. I took her hand and we sat down. Now I felt more comfortable. I wanted to kiss her, but nothing came to mind. I opted for being direct.

Me: I feel a bit nervous with you.

The sound of the music was thundering.

Mylla: What? I couldn't hear you.

She replied to me in very basic English.

I repeated what I said, and despite seeming like she was listening in closely she didn't understand my words. I repeated it again. She didn't understand. She kept her body very close to mine, as was her mouth. I kissed her, she kissed me back. I stopped the kiss and carried on saying: "I felt nervous with you... but not anymore."

We stayed together for a few minutes. We saw Clement and Teresa pass in front of us holding hands but it didn't matter to either of us. It was around 23.20pm. We could feel all of the gazes around us as if we were putting on a show even though we were only talking, laughing, and kissing.

My cell phone started to ring. It was Clement and I wrote to him. I had a couple of messages from him from about 15 minutes ago. The messages were:

(22:52) Clement: Where are you?

(23:06) Me: Hey, I'm with the Brazilian.

(23:06) Clement: Answer me, I'm going to kill you. Her friend is looking for you. Shit!!! Where are you?

Barely having just seen his messages, I answered him.

(23:31) Me: On the sofa, in the same floor that we were on before. You?

(23:32) Clement: Answer me man, her friend wants to see her so answer. I'm going to fight you otherwise.

(23:33) Me: I'm on the sofa, on the left.

After this, Clement didn't respond. I expected him to appear at some point but in truth I didn't really care. It wasn't like Clement was alone and Mylla didn't seem worried about Teresa.

After a while, a new message arrived from Clement:

(23:51) Clement: I'm home man. My girl's looking for her friend so come home now or I'm gonna fight with you. I'm serious. She's crying. SHIT!!! Just answer me please!!! Do it for her friend.

(23:54) Me: Chill Clement, I don't understand the situation.

I showed the messages to Mylla. She was surprised too. I gave her my phone so that she could communicate with her friend because she didn't have an Australian phone number and she organized for us to meet up in our apartment.

"Great," I thought, "a perfect excuse."

We walked back to my apartment. When we arrived I naively thought that Clement would be waiting in the living

room but no. Instead Nicolas was lying on one of the sofas watching a movie on his tablet.

I asked him about Clement and laughing he said that he was smashing in his room. After the scandal that he put on I wanted an explanation. I knocked on the door of his bedroom and behind it I could hear some noises of surprise. Nicolas continued laughing.

Nicolas: Seems like you're interrupting them!

Mylla and I looked at each other and both laughed. The door opened a crack. Enough for Clement to poke his head out and to see his naked torso within the dark room.

Clement, unfolding a little smile: Now let's go, and afterwards I'm going to kill you."

Me, laughing: You're ridiculous!

I didn't understand anything, but it seemed like he should be thanking me more than killing me. I took my private doctor by the hand and together we went to the balcony. Nicolas looked at Mylla from top to bottom in a second like a scan. Then he looked at me and with a smile nodded his head as a sign of approval.

We closed ourselves out on the balcony, I took her in my gaze and confessed: "I going to continue making out with you." The situation slowly made the temperature rise.

After a few minutes Clement entered onto the balcony looking unhinged and still with a bare torso, as if I hadn't seen him behind his door and few minutes ago.

Clement, tensely: I'm going to kill you!

Me, calmly: (imagine me with a girl on top of me): Calm down, what happened?

I asked him while I looked him fixedly in the eyes with seriousness. He continued looking at me without saying anything. Behind Clement, Teresa appeared and started talking in Portuguese in a tense tone of voice and at the same time quite relieved to see her friend.

Clement moved over so that he was behind me. I didn't turn around but instead tried to understand what Teresa was saying. Immediately I received a hard punch from behind in my left shoulder.

I turned my head around slowly, angry, but not losing my calm. I looked at him straight in the eyes. He was furious, with his fists clenched ready to fight.

Me, even more seriously and warning him: Don't do that again.

Clement maintained his silence as well as his gaze for a few seconds, he remained furious. Both of us looked at each other strongly with tension. Suddenly and slowly, his pupils started to relax themselves, his frowning eyebrows started to lift themselves and his face softened.

Clement: Hey, it was her! She started to go crazy over her friend and you didn't reply to my messages.

Me: And why did she get like that if she knew that she was with me?

Clement, without dropping the seriousness of the issue: She thought that you had kidnapped her and that you were a serial killer.

Me, dumbfounded: WHAAAT? You're fucking with me...

I directed my attention towards Teresa, interrupting her conversation with Mylla.

Me: You thought that I was a serial killer?!

Teresa, timidly and ashamedly while she held her wrist with her hand: Yes!

We all started to laugh.

Mylla putting her arms around my back: Are you a serial killer?

Me, trying to be serious: Yes, I seduced you and brought you back to my house with the intention to kill you.

Teresa laughed nervously.

Then Clement took Teresa away and left us alone as a way of making up for what he had done. Mylla and I continued our show but now in front of thousands of balconies in the city center.

While we kissed each other my hand slid slowly up and down between her legs. For the moment, I kept my hand on her crotch pressing against it while she in response closed her legs with more force to increase the pleasure.

Her behavior was more like that of a teenager being touched for the first time. She found herself completely devoted to me, resting on my shoulder. I played with her as the minutes rolled by while I talked to her and kissed her. We were both touching each other. The desire mounted and I was enjoying teasing her but at the same time we tried to control ourselves as we were in a public place.

I took her over to my room without resistance. I closed the door and the room was pitch black. Both of us were facing one side of the bed only seeing each other's shapes. Suddenly we were two strangers in the shadows. I took off my shirt and I took her by her hips while I kissed her and we fell onto the bed.

We continued kissing each other along with some light touches, making an intercultural exchange of caresses. Then I dropped down to her belt lightly lifting her shirt. I kissed her stomach and she caressed my hair while she let me go on. I took off her pants and then her underwear. She was totally vulnerable with me.

I put her legs between my shoulders and started to kiss the sides of her legs while I went down towards her crotch. She was so excited that I could make her cum whenever I wanted.

Then, I quite simply stopped.

I took off my clothes and I put a condom on. She was only waiting for me. She desired me profoundly. I took off her last items of clothing and I got on top of her. Suddenly she took my ass with one hand and pressed down, pulling me towards her. I was surprised, but I liked it.

She started to tell me in Portuguese, once, and then again: Foda-me! (Fuck me).

I went ahead.

Then she slapped my ass and started to scratch my back. My skin was bristling. I took her by the hair just behind her ear and pulled it back hard. Our bodies were completely

synchronized and I could hear her moan until her legs tensed up and her body started to tremble gently. I simply followed after her and afterwards fell worn-out on top of her.

We spent a few more hours together until the moment arrived when they had to go back to their hotel. We went out into the dining room to find Teresa with a big smile on her face. Clement was taking a shower but after a few minutes he came out with his white dressing gown on as if he were a duke.

When the girls were ready to go I accompanied them. Clement held out his hand and said goodbye while he went to his room.

Clement: Au revoir!

Teresa looked completely disappointed.

Clement: What? What? Aaah ok!

While he put on his shoes.

Clement: It was because of that, no? Yes, no?

Clement started to get dressed to go with us. Then in a jocular manner he started to say something to Mylla, and without meaning to bumped her cellphone and knocked it onto the floor. When she bent down to pick it up, the same as what Clement was doing, both of them banged their heads together and Mylla fell onto the floor in pain.

I helped Clement to pick her up, he truly had done it by accident. I turned around to look at Teresa who was in back of me, behind the kitchen table. She had shock in her eyes and a sharp kitchen knife in hand pointed at me (like in a classic horror movie).

What the fuck? I thought.

I knew that to some degree she was doing it as a joke, but all the same, after the situation had subsided I was sure that she had done it mostly in seriousness.

I felt cold shivers! These are Clement's crazy women, I thought.

She put down the knife and we accompanied them until the street so that they could get a taxi. It was a strange goodbye, in reality I didn't know if I would see her again. There were no promises or commitments, instead a "maybe" we would see each other again in Brasilia, I still had a lot of travel time ahead of me.

Going up to the apartment, in the elevator, Clement joked asking me if I was still angry with him. I actually was, and I told him that what happened with Teresa wasn't my fault.

I had done absolutely nothing to make her think such a crazy thing, and what's more, what most annoyed me was the type of messages that he had sent me threatening me and that afterwards he had concluded the episode by hitting me. I warned him that this was something that I wasn't going to put up with again.

Clement understood and accepted responsibility. But he concluded by saying: Yes but you didn't reply to my messages, sometimes I feel like you don't value me enough."

I felt sorry for Clement, hearing him say that, but he was right. Sometimes he could be too demanding and I tried to

maintain my distance.

Me: Well, I'll try to work on that. Maybe we should go out together more often.

Clement: Tomorrow I'm meeting up with another girl. You want me to ask her if she has a friend? I wouldn't mind if we ended up doing something the four of us.

Me: Mmmm, better not.

STEP IV

Strategy

“ Strategy is an instrument that allows us to influence the future in order to adapt it to our needs and aspirations.”

-Jorge González Moore

Chapter Seventeen

Attraction is not enough

“ There is no lack of time, there is lack of interest. Because, when people really want, dawn becomes day. Tuesday becomes Saturday and a moment becomes an opportunity.”

-Angel Blas

In *Models* , Mark Manson describes two states of affairs which may prevent a woman from being with a man, even if she feels attracted to him. Manson refers to these states as “friction” and “projection”.

There is friction when a woman actually feels attracted to a man, but, on account of external reasons, she decides to turn her back on those feelings of attraction, and avoids getting in touch with him. The most typical cases of friction are those of women who are married or have long standing partners and, despite feeling strongly attracted to someone else, consider their relationships to be more valuable than that feeling of attraction. There is not much we can do in these cases.

Friction can have many causes: ideological differences, religious matters, political allegiances, views on society, values, or even geographic distances. If you meet a woman who is incredibly attractive and does drugs, your relationship with her will depend on your level of friction with drugs. You might not be able to stand being around her,

or maybe you'll just want a one-night fling, or perhaps you will be totally fine with drugs, but you'll feel somewhat put off by her being slightly religious.

There is always a little friction. Whether it comes from differences in our priorities or values, it is virtually impossible to come across someone we find 100% attractive. Often, in the earliest stages of a relationship, when there is a feeling of profound infatuation, we tend to idealize the other and are oblivious to these frictions, but they usually arise at some point. They are small details that don't amount to much at the beginning, but which later, when living together, or even later, when raising a child, acquire a great significance.

People often ask questions such as what to do if a woman doesn't call back, how to pick up a married woman or a woman-millionaire, or how to get back with an ex-girlfriend. The truth is that, in many of these cases, there is not much that can be done, and, although the answer might sound disappointing, I think we should ultimately ask ourselves, *"Why would I want to be with someone who doesn't want to be with me?"* There are situations in which the level of friction is so high that being more invested than her will inevitably make us seem less attractive. If she were interested in some way, she would let us know. This is the sort of woman Manson classifies as "unreceptive".

Projection, as opposed to friction, has to do with internal reasons. It particularly affects women who are afraid of their sexuality or who are uncomfortable around men who are

sexually interested in them. In general, these cases are a consequence of some sort of emotional or sexual abuse, or of an unbroken record of bad experiences with men.

These women usually have a high level of emotional neediness and a low self-esteem. They tend to be somewhat aggressive and get defensive around most men. This is because they associate men with something negative, and the fact that they feel attracted to men makes them scared and uncomfortable. The best one can do when dealing with these women is to either set clear boundaries or walk away.

Unfortunately, we will find most of the women we meet have high levels of either friction or projection. No matter what we do or how we behave, they will simply not be interested.

But let's turn the focus onto ourselves: in any given environment, how many women are there that we actually like?

Standards

Don Juan is always referred to as one of the greatest seducers in the world (regardless of his being a fictional character). A distinction is made, however, between Don Juan and Giacomo Casanova, because, although, Don Juan is believed to have slept with more than a thousand women, Casanova is considered to be a better seducer, even if, according to the records he himself kept, his conquests only rose up to 122. Why is this so? Don Juan slept with more women, but he didn't much care about the kind of women

he conquered, he took whatever came his way, while Casanova chose those he found most attractive. But why is this important? Aren't all women supposed to be just as valuable? Well, yes and no. They are the same in the sense that they are human beings. But in terms of our taste, they are not. If we sleep with every woman who gives us the chance (regardless of whether we like her or not), then we are probably acting out of neediness and desperation. By this I don't mean to say that we should only be with supermodels or movie stars, what I mean is that we should aim at women that are to *our* true liking, not our friend's or our parent's, but ours. We might like women who are plump, skinny, brunette, black, big-nosed, large-breasted, hairy, or whatever, and that's perfectly okay. What is important is that we ourselves like them, that they fit to what we will refer to as our standards.

We all have, at one time or another, gotten involved with a woman that we didn't find very attractive or we didn't like very much —let him among us who hasn't throw the first stone. As I have said before, beauty is relative, and we are conditioned by context. The same woman may be perceived differently according to the context we are in.

If this happens, however, let it be the exception, not the rule. A man with low standards can be quite unattractive. Why would a woman want to be with a man who wouldn't mind replacing her with any other, no discrimination whatsoever? Standards are not only related to looks, but to personality too.

I have walked away from women with which I could have had sex for the sole reason that I didn't like the way they acted at a certain moment. The point I'm trying to make here is that it is necessary to value ourselves. I'm not saying it is the right way to deal with these situations, because I might just as well have said, *"I can put up with what she says, I only want her for the night, anyway."* Undoubtedly, a couple of years ago I would have accepted worse terms. But self-respect generates heaps of attraction. It involves setting and establishing boundaries. Many women came back to me with a different attitude, and many others didn't —that's just how it is.

Most men approach women thinking that it is women who do the picking and choosing, and that men have to pass their tests in order to be with them —that women are in the position to be selective. *"Do you have a boyfriend?"*, *"What's your name?"*, *"Can I buy you a drink?"* They exhibit a behavior which gives the idea that women are more important than men (a frame in which they are assigned more value than we are), but do we really know them? Do they deserve that position? If we have known the woman for years, maybe she does, but if it is a woman we have just met, my guess is she doesn't.

The kind of women we are with says a lot about who we are. The same goes for our choice of friends. Therefore, if we are not happy with the friends we have or we don't like the women we are with, there are probably plenty of things about ourselves with which we are not happy.

This doesn't mean we will discriminate or mistreat anyone we don't particularly like, but we won't experience the same affinity with everyone. If we have a more selective, less needy personality, and healthily value ourselves and the people we choose to share our life with, then our behavior will be much more attractive.

Levels of Interest

Even if we develop a rich lifestyle and an attractive behavior, we will find women will still show varying levels of interest in us. In order to better interpret the situations we are involved in and to choose the best way to act, we will employ Manson's classification of women, which is based on the level of interest they manifest: receptive, neutral, and unreceptive.

Having a clear grasp of these three categories is interesting in that it will help us understand how to proceed in each circumstance. As was mentioned in "A 'Perfect Ten' Girl", our strategies must not change on account of women's level of attractiveness, but they *should* change according to the level of interest they manifest. Would it make any sense to behave the same way towards a girl who is interested in us and towards one who is not?

Receptive Women

Discovering that a certain woman is receptive is probably the best thing that can happen to a man when he wants a woman. We say that women are "receptive" when

they react positively to our approach, thus investing themselves to an equal or greater extent than us. In effect, they are the sort of women who, when really into us, tend to forgive or ignore a great many of our mistakes. In most cases it is easy to detect receptive women, since, unless they are extremely shy, they don't usually hide their interest. This is what most significantly differentiates them from neutral women. Unfortunately, only a small percentage of the women we meet turn out to be receptive.

A receptive woman can be easily recognized because she will usually display a great amount of indicators of interest (IOIs), a term coming from *The Mystery Method*. IOIs are signs —both verbal and nonverbal— which allow us to measure a woman's level of attraction. But identifying IOIs is pointless if one doesn't take action. IOIs are informative —they help us know where we stand in terms of her interest. Rarely will women be the ones to advance directly. If we don't take action, even if they feel attracted to us, chances are we will miss our shot. Very few women stay receptive for long. That generally happens when a woman considers a man to be unique, very different to all others, and she feels she is in love with him. In any event, these cases are exceptional, and they generally occur when the woman knows the man won't advance.

If a receptive woman detects we are attracted to her but we don't advance because we are afraid of demonstrating our sexual desires, she will eventually start considering us needy and unattractive, which will make her prone to

becoming neutral or unreceptive. In most cases, these men end up being sorted into the “friend zone”.

A frequent complaint among women is that men don't see their signs. Women think certain signs they send out are obvious, but to us they are not.

Let us have a look at the most frequently used IOIs that allow us to identify receptive women:

1. She resumes the conversation every time it comes to a halt.
2. She constantly touches her hair (she combs it as a ritual for us or to try to get us to look at her).
3. She repeatedly looks back at us.
4. She touches us, or returns our touches.
5. If we make visual contact at a distance, she maintains it for some seconds.
6. She smiles at us.
7. She asks us for a light, she asks the time, or somehow initiates a conversation.
8. She asks our name, age, nationality, etc.
9. She compliments us.
10. She asks if we have a girlfriend.
11. She introduces us to her friends.
12. She addresses us using a nickname.
13. She shows positive body language.
14. She walks away from her friends in order to come to us.
15. If we ask her out, she is enthusiastic about it.

Personally, one of the IOIs I find most relevant is our ability to change her mood, to provoke a reaction. She could get nervous, shy, or even angry (or play angry). Always

remember: the opposite of love is not hate, but indifference. If we are not able to strike her chord, if we perceive the utmost indifference from her part, then there is no chemistry between us!

Neutral Women

We could say a woman is neutral when she somewhat likes us, but not enough so as to be spontaneously invested in us. She will not reject us, but she will not reciprocate either. They tend to assume a rather passive attitude. This may be the hardest category for men to understand, since in general we tend to know whether we are interested in someone or not right away. This is not the case for women, however, since they usually evaluate a variety of factors before they decide to be with someone. This does not mean they never experience immediate attraction: they do, but not always.

The best strategy to get a woman to go from neutrality to receptiveness is to be polarizing, and to assume an active attitude without looking needy. We may do this by flirting, showing sexual interest, asking her out, and so on. If one decides to give them a cold shoulder and wait for them to resume the interaction, they will most likely become unreceptive. A great many of the neutral women end up friend-zoning us. Our capacity of turning neutral women receptive determines the level of our game.

It may happen that, when dealing with women within this category, we perceive false indicators of interest,

although it is not all that common. These may constitute a means to make someone jealous, or simply a way of messing around for the fun of it. She may send out a false IOI to test us, but her doing that would already show there is some level of interest, since it means she wants to know whether we are authentic.

In situations like these, the best thing to do is to trust our own intuition. If, in some way or another, we infer or sense she feels attracted to us, then that is most likely the case. And if we can't tell for sure, it is best to take a chance anyway: whether we accomplish anything will probably depend on our performance, but in any case, if she rejects us, we will still have gained further experience.

Unreceptive Women

Unreceptive women are those who are neither interested in us, nor available for a romantic or sexual relationship. They do not reciprocate emotional investment and they do not manifest any interest.

A woman can be unreceptive on account of many different reasons:

1. Because we are too needy or too invested in her;
2. Because there is too much friction or projection;
3. Because she is not looking for a relationship;
4. Because we are not her kind of guy;
5. Because she is married or has a boyfriend;
6. Because we are in the friend zone.

There is little that can be done about women in this category. The best thing to do is to walk away, and not show

any more signs of interest. If she is really interested, she will resume the conversation, but this rarely happens. In situations like these, the more we invest ourselves, the smaller our chances of success will be.

The way I play my game, if she says she has a boyfriend or is not interested, it makes no difference to me whether it is true or not, I just walk away. It is quite another thing if I see she is joking, or if she tells me this after we have kissed or slept together. If a woman tells us she has a boyfriend after sleeping together, in general it is because she is asking for discretion. Personally, I don't pursue women who are not single, mainly because I have no interest in ruining relationships. It is quite another thing if she pursues us; if that happens, it is generally because she is not happy with her relationship. Also, if a woman puts us in the friend zone, I would say the chances of getting out of it are slim.

Therefore, if you detect a woman is not receptive, it is best not to waste time: move on, talk to the girl next to her, or, why not, talk to her sister.

The Friend Zone

The expression "friend zone" is a term of widespread use in social networks. We are in the friend zone when a woman thinks of us as a friend and not as a potential partner. It is quite common for a woman to place a man in the friend zone when she is receptive or neutral towards him, and he fails to advance.

A man who does not show his sexual interest for a woman will look utterly needy and unattractive. It is typical for a man to be friends with a woman thinking he is the one for her, and that there is no-one better for her than him, and waiting for months or even years for her to wake up and realize that he is her man. And yet, she changes boyfriends and tells her good friend all the bad things they do to her. It is at that point that this friend thinks, "*It is just a matter of time*". But seeing it from the outside, everything seems quite clear: the more that man invests himself, the less attractive he looks.

The logic these good friends proceed by is that they should please this super special woman in any way they can so that one day she will realize that he is her man. This is an awful attitude to assume, since it is quite manipulative. It involves pleasing her in order to get something in return: her love, her attention, her company. But the truth is these stories never end well. After a long wait, he tells her how he feels (she already knew it), and she tells him she doesn't feel the same way. He gets really mad, develops a grudge against women, and looks for another woman with whom to do the same again. Therefore, keeping love a secret and then making it known is not a good choice. It only works in cheesy movies.

If you find yourself involved in a situation like this, the best you can do is to get out of it. You must try to consider her as being unreceptive towards you, and the best you can

do is walk away. If it turns out she was interested, it will not be long before she makes her move.

The same happens when a woman is in a happy relationship with another man; we cannot expect her to cheat on her boyfriend for us. As I said before, women who cheat on their boyfriends are those who are not quite happy with their relationships. If they advance, we can evaluate the situation, but if they do not, then it is best to move on. Or maybe stay on hold until the day she decides to break up with him.

Chapter Eighteen

The best places to get women

“ When a man does not know what harbour he is making for, no wind is the right wind.”

-Seneca

Has it ever happened to you that you found it easier to pick up women in certain places, or that your friends told you would face less trouble in some place in particular? Men usually go to pubs or nightclubs thinking those are the ideal scenarios for seduction, especially because they are places with high female attendance. But they are not always the best choice for everybody. Not everybody enjoys nightlife.

Another good way of meeting women is through friends, although that is beside the point in a discussion about locations. An issue that may appear common sense but that few men seem to take into account is that there are certain circumstances that facilitate our attracting women, whether it is because they involve shared interests, values, or needs, because they take place in an area in which one holds a high status (the boss, the best in the class, the regular customer in a pub, etc.), or simply because there is a “high supply” of women and a “low supply” of men (e.g. yoga classes, dance lessons, spinning, etc.).

When we are trying to find the right location, it is a good idea to keep in mind that it is not just a matter of achieving a higher success rate with women, but of meeting women

who are our type, women we really like. Conversations will come easily and we will be able to connect with women a lot faster. Many couples meet because of shared passions —it is not at all uncommon. It may happen while one is traveling, working, or practicing a hobby.

I have, for instance, many friends who love dancing. They are excellent dancers and they get together in a location where there are many women. In environments of this sort, they are much more appealing to women than in others which they are not used to, such as universities or companies. Another good example could be the owner of a nightclub, who will surely have access to many women because of his status there. But if we take that same man and place him somewhere no-one knows him, he may have a hard time.

The problem starts when someone gets fixated on a certain location just because he hears it is a good place to pick up women, or because his friends do well there. He will probably face some trouble, his true intention being not to hang out at that spot but to get women, which will represent a huge obstacle when trying to connect with them and pick them up.

It is important to mention that, when we share similar behaviors, we connect with others naturally. People who hold political or religious ideologies usually connect better with others who have similar views. This is especially so with minorities: a person who is part of a minority will most likely connect better with someone from that same minority,

whether it is because they speak the same language, share beliefs or passions, etc.

If you prefer to think of it in business terms, what we need to do is to market our product (that is, us) towards the desired audience (our type of woman), who will find value in us. We must put our values and interests front and center, and make them distinct from others', presenting our personality in as pronounced a way as possible. Imagine a company trying to commercialize a product aimed at men in a women's magazine. The chance of the public finding that product valuable or necessary is much smaller.

Let's be realistic, we will never be able to be every woman's prince charming, each woman has her own type, so what we should do is try to identify our type and find a woman who fits it.

What we are like, therefore, is not important: we are always going to naturally attract women whose behavior is similar to ours; if one does not dress well and bathe regularly, then one will most surely will cross paths with women who have those same habits.

As was said at the beginning, pubs and nightclubs may seem like a good option, but if you are not used to that kind of scene, you don't like confined spaces, or you don't enjoy yourself in places like that, then they are not the best for you. If, in contrast, you are crazy about parties, then they are probably a good choice for you.

Let us look at another example: a 53-year-old man, who enjoys a quiet life, does not go out much and whose

pastime is writing, has little chance of picking up a 21-year-old dancer in a nightclub. He might catch a break if she happens to be looking for someone just like him, but cases like this are rare, and in general they don't result in long-lasting relationships.

It is fundamental that we are able to identify our own interests, tastes, values, and passions—and that we figure where we can find women who respond to them. The difficulty lies in not knowing oneself well enough. You will hear many men say that their passion is video games, chess, football, etc...environments in which women are lacking. The problem, however, is related to insufficient exploration of their own interests. I have yet to meet someone who is interested in one thing and one thing only, unless it is because he has not applied himself to exploring his own tastes.

What do you enjoy doing? Maybe listening to music, practicing sports, reading, dancing, writing, traveling, cooking, entering contests, learning foreign languages, taking pictures, or playing guitar? And also, how can you combine your activity of choice with events or organizations in which you have the possibility to interact more with women? Here are some examples: taking courses (on languages, photography, cooking, etc.), yoga classes, meditation classes, or spin classes, joining leagues, political or religious organizations, travel groups, or charities.

These are merely examples, and, although they can be very effective, there is an infinite number of alternatives

which may work a lot better, depending on what your interests are. For whichever activity we enjoy the most, there will always be a place in which we find it easier to meet and pick up women that we like and who really make us happy. That is what really matters.

Social Proof

Social proof is determined by the level of social “demand” we generate, and, at the same time, it determines our status. As we said at the beginning, status is a powerful attraction generator. Think about famous people, celebrities, rock stars and so on. They generally have favorable reception among women. The concept of social proof is not hard to understand: if a lot of people consider a certain product to be valuable, that product will start to seem more attractive. It is an effective way to raise the demand for a product, a new hit song, a movie, or a book.

If we have a high level of social proof, we will naturally be able to connect with more women, and with men too (it is always good to make friends), whether at a party, at work, at reunions, at the gym, etc.

But relax, you do not need to be on TV to have a good level of social proof. The important thing is to raise our social status in the locations where we usually operate.

Creating social proof is often seen as a seduction technique. I believe, however, that it is better to think of this as a lifestyle: enjoy the process, continually establish new

relationships, and try to get to know people better. It really is something enjoyable.

Generating social proof consists in not focusing simply in getting to know the girl we have kissed, but her friends too; it also involves making contact with new groups, whether in a nightclub, at work, or while traveling. It is also part of the building of social proof to introduce our friends to each other, that is, to create situations in which people can get to know one another.

Now, we should not force it. If we see we are not fitting in with a certain group, it is probably best to move on to the next one. Let us not forget that one must not interact with new groups because we need friends —one ought to do it for the pleasure of it. It is true that “knowing people” can have its benefits. It is quite common, in a night out, to benefit from being acquainted with the bouncer, the waitresses, or the owner of the pub. But connecting with people out of interest can turn out to be very hard, and it should not be considered priority. It is best to simply enjoy the process of meeting people, and to draw bridges between other people.

Generally, an efficient strategy to create social proof is to remain in one place (whether in a pub, a concert, or a party), instead of walking around looking for people. The latter might seem needy. Besides, if we remain always in the same spot, people will start to associate that spot to us. It functions as a way to stake out territory.

But social proof can be seen as something negative just as much as it can be seen as something positive, in the same way that a person or a product can become known for either their positive or negative qualities, a situation which will determine whether people choose to go for them or not.

A man who is well known at a particular location probably has the attention of the women within that circle, but it may be that outside of that place, he's just one of the crowd. Therefore, we should try not to limit our operation to a single location, but expand it instead, as much as it is possible. If we attend parties, it is a good idea to get to know the staff that works there. If we practice extreme sports, it might be interesting to try to stage competitions and organize events. If we participate in any sort of charity, we could set about finding new collaborators.

It is important to know how to present oneself at each particular place. Being able to quickly generate social proof tends to be beneficial, particularly if one travels a lot or changes activities often.

Chapter Nineteen

How and when we should kiss a girl

“ If you can't learn to do it well, learn to enjoy doing it badly.”

-Ashleigh Brilliant

The term “kino” comes from NLP (Neuro-Linguistic Programming) and it refers to physical contact, touching and being touched. Physical contact is an element of non-verbal communication.

During the process of seduction, putting kino into practice has a double effect: for one, when we touch a woman, the sexual temperature rises. At the same time, it creates emotional tension, which translates in her having a greater disposition to listen to us and be invested in us. It is important not to touch someone when it is out of place, and to avoid looking like a stalker. In short, we should take care not to invade the other's space. We also must take into account the local customs: there are countries in which physical contact is less frequent.

In that respect, it is important that we take in the concept of “kino escalation”. In other words, if she is uncomfortable with taking us by the hand, we cannot expect her to be comfortable with kissing us. Kino escalation helps us advance progressively. A good example of a failed kino escalation can be seen in dates, where, because the man is “too much of a gentleman” and overly “respects” the

woman, the kino escalation is not initiated at the right time, so they try to kiss at the last minute, which ultimately feels forced and uncomfortable.

What usually happens when a man fails to touch a woman at the proper moment is that, as the interaction advances, it becomes increasingly harder to establish physical contact, and the distance between them widens. For this reason, it is advisable that physical contact escalate progressively, but from the very beginning. The most important thing is to feel comfortable touching others in such a way that our conversations will be improved.

But fair warning: touching girls willy-nilly, just like telling jokes nonstop, will get you nowhere. It is just one aspect to be taken into account when trying to create chemistry and move forward with a woman.

Kino must be used in a way that it is subtle but also expresses firmness and dominance. It can be divided into accidental or intentional contact. Accidental contact gets that name because the idea is that it goes unnoticed, it has the aim of subconsciously increasing communication and trust between the two parties, generally when they have just met. This commonly involves arms, elbows, hands, etc. Intentional contact is much more explicit, its aim is to express interest in a much more direct way. This could be done by hugging her, grabbing her, caressing her, touching her leg, etc. This generally takes place between people who already know each other, or in situations with a more relaxed and informal atmosphere. For example, when

dancing with a woman we may establish accidental or intentional contact depending on what we want to bring into focus. We may use dancing as an excuse to establish physical contact, not making a point of the fact that we are touching. Or we might make it intentional, putting an emphasis in the actual touching, rather than the dancing. We may employ either one as a means to communicate.

What is the best moment to kiss someone? Kissing is a means to generate and express affection and bonding, which fosters a feeling of peacefulness with the other's company. Kissing is part of the kino escalation. To kiss a woman, you don't need to wait for the right moment, the right line, or the right sign from her. We don't need to ask for her permission or anything else. I have kissed women in so many different circumstances that I would say that the right way to do it is...to just do it. The only relevant sign is that she is there next to us, and has been listening to us talk for over fifteen minutes...or maybe five hours! She probably wants to do it. Or as it is commonly said: if we sense that she wants us to kiss her, then she probably has been expecting it for a while.

An amazing technique to achieve the kiss is to be honest: try saying something like *"I'd like to kiss you"* or *"I'm so nervous, but I want to kiss you"* . We may get nervous, feel paralyzed or uncomfortable, or maybe we just cannot see how we can move forward. We may get the feeling that she is not like other girls and that we should wait. These kinds of things have happened to everyone at

one point or another. The point is to give it a try, to go for it. If she turns her head or says no, then we apologize, say sorry, or simply smile. But I feel certain that it is better to fail than be left with the doubt of whether we could have accomplished it.

There are girls who don't kiss in public places or around their friends. Some never kiss in nightclubs or on first dates. Better try again somewhere more private. Being a good kisser may play a fundamental part in getting called back by women. All jokes aside, we may have struck her as a great guy, but if she didn't enjoy kissing us, we may never see her again. Lastly, we ought to show some restraint and, if interested in seeing her again, not advance too much the first few times around. That could cause something commonly known as "buyer's remorse": if a woman advances overly fast in sexual terms, immediately satisfying her feelings of attraction, she may regret it later. This is the same thing that happens when we buy something on a whim, and then realize we didn't actually need it.

Kissing is a very important step—in fact, not doing it may make her lose interest and become neutral. But we must remember it is a part of the journey, not the final destination. Just like the author of the *Mystery Method* enquires: do we want one night of caresses or countless nights of sex?

Chapter Twenty

The simple and best way to get her number

We have met an amazing girl, perhaps we kissed her (or maybe not), and we would like to see her again. We proceed, then, to ask for her phone number or her Facebook (or any other social network) address. If she is really interested in us, she will give it to us without beating around the bush. In my experience, it is best not to give it too much thought or try to make some complicated excuse: it is simply a question of asking for her number and giving her ours. There is nothing to hide.

One thing that most troubles and scares men is the thought of receiving a fake phone number, to not get called back, or that later, she shows little interest. But the question lies not in how we ask for her number, but in what our conversation with her was like. Was she really into us or did she give us her number because she thought it was the most elegant way out of the situation? If she is not into us, it might be easier for her to just give us her number and then not answer our calls. In any case, it is better not to jump to any conclusions. Perhaps she is actually interested in us, but was not able to answer the phone for some particular reason. She may have been coming back home and had an accident, she may have lost her phone, maybe she met some other guy or maybe she wasn't ready to go out with someone new. Those things happen all the time, and it is

not worth wondering what may have happened. Maybe she really did not want to see us —it can happen to anyone.

Also, men are often faced with questions such as: “When should I call her?”, “How long should I wait to answer her messages?”, “How should I ask her out?” Many people impose on themselves rules such as not making any contact for a week, or to take exactly twice the time she did to answer. This could actually be counterproductive.

The truth is that it all comes down to whether she is into us or not. Think of it this way: we are an important celebrity and we ask her out. If she were madly into us, would she say *“I can’t do tomorrow, I said I would go shopping with a friend”* ? No way! She would ask her friend for a rain check and problem solved.

This is a rather extreme example. It is not like she can’t have things to do, or that she has to cancel her plans for us, but if she is really into us, she will find a way to meet us. Again, it all comes down to how much she likes us, and, as we said before, the deciding factor has more to do with the conversation we maintained with her when we first met, rather than with how we contacted her or what our proposition was like.

Personally, I may ask a girl out once, and if she can’t make it and doesn’t suggest an alternative, I may try again once if I think that she honestly could not make it. If she is not proactive the second time, then I generally don’t try again. If I notice a girl seemingly trying to avoid answering, I see no problem in telling her, *“If you are not really*

interested, you can tell me, it's okay." A great tactic suggested by Mark Manson in his book, *Models*, is to send her a text message the twenty-four hours following your encounter. Something like, *"It was very nice to meet you"*. If she is interested, she will most surely reply. After that, you can wait one more day and then start up a conversation, perhaps about something relating to the moment you met. I generally cut right to the chase when I want to see a girl again.

Many friends of mine, who are experienced in the field of seduction, tend to invest themselves in conversation, but I only do it if I feel like it. I don't use Facebook to pick up, I use it just to set up a date.

If her replies tend to be distant and sharp, there is no point in our trying to keep her attention: that strategy will make us seem more invested and we will probably end up looking needy. We could joke around or flirt over chat or over the phone, but if we notice she is not very interested, then it's best to set her aside and move on.

Nowadays I set up most dates via Facebook or text message, I don't make many phone calls anymore. It is a lot easier for me and for her. A phone call can sometimes be uncomfortable, and in most cases I feel that it is unnecessary. But the problem with text messages is that words can often be misinterpreted. For that reason, I tend to be straightforward. I usually write something simple that is directly related to our meeting. Something akin to, *"Hey, I'd*

like to see you. Are you free tomorrow?” or “What are you doing tonight?”

The truth is that we write in the text message hardly matters. If there was a nice connection from the start, then it is very likely she will want to see us again. This is not to say the if we sense she has a low level of interest, then there is nothing we can do to bring it up. But our focus must be placed in creating a good impression when we meet a woman, and not in trying to convince her over the phone that we are “a good catch”.

Neither the best pick-up lines, nor the most beautiful love poems, will have the slightest influence in her desire to see us. In fact, displaying a non-needy attitude is worth more than any witty line. After all, a date should not be that big of a deal that we have to convince her to say yes or to want to see us again.

Chapter Twenty-one

The date of your dreams

Where to take her? Who should pay? Everything is relative. I find it hard to write about this subject because I believe that there is no specific set of elements that will make up a perfect date. Dinner on a yacht under the moonlight may look wonderful in movies, but in real life it can turn out a real mess. As I said before, for a date to go well, the affinity between the people going on it is more important than the place itself. If we get on well with someone, the setting doesn't make a difference. Keeping that in mind, I would like to share some pieces of advice coming from my own personal experience which may come in handy:

1. I firmly believe that if I really like a girl, then we will just need good conversation to have a good time. For that reason I always propose unfancy encounters. I generally ask them out for a drink in some pub. And this is my first piece of advice: to have a good time with a woman, you don't need anything grand; the main interest of the date must lie in meeting the other person. Considering ourselves a source of fun that interests her –that's what's positive. Taking that as a basis, anything else one might want to add will be a plus, it will constitute further entertainment. The truth is that wherever we decide to go will simply be an excuse for getting together and getting to know each

other better, even if we only intend for the encounter to be a one-night stand.

2. I have always been amused by the importance an encounter can acquire simply by calling it a “date”. Sometimes dates are held to be highly important and serious matters. But it’s like giving a name to the way you meet with friends. It is better to think of it as something informal and casual —as if we were just meeting a friend who is a girl. It is not a job interview or a university exam, you don’t have to get a passing mark. We are there to have fun with someone.
3. Not every day is the same. People often make plans for the weekend, so Friday and Saturday may not be the best choices to go out with a girl we have just met. Monday is also usually not a good choice, since it is the beginning of the week and it tends to be a tiring day. The way I see it, Tuesdays, Wednesdays, Thursdays and Sundays are as good of days as any to go out with someone. I recommend scheduling the encounter for the afternoon or the evening. This allows for greater intimacy and gives the encounter a more sensuous atmosphere.
4. Where to take her? I think that the right question is “What do we enjoy doing?” We ought to choose places related to our lifestyle or the things we enjoy. We shouldn’t try to impress her with something extravagant or out our reach. I can assure you that is no guarantee of success. Going to the movies is one of the most classic choices, but not one of the best, since it doesn’t give you the opportunity to talk or get to know each other. The same happens with going out for dinner, it doesn’t leave space for creating sexual intimacy. I believe there are places which allow for

greater opportunities. For the sake of convenience and logistics, it is also a good idea to pick a venue relatively close to home. If we're twenty kilometers away, it might be hard to get her back to our place. If our place is not a possibility, then it is probably a good idea to check beforehand whether there are hotels. It is said that our level of intimacy with others comes from the amount of shared experiences. Keeping this principle in mind, we can generate greater affinity with someone if we interact with them in various places, instead of just one. It is advisable to visit two or three different places, although moving across long distances may make us both tired. Consider also how many emotions or experiences you can generate in the encounter. This is what I call an "emotional roller coaster". It is a proven fact that people experiencing fear are more open to start liking someone. Because of this, people who go through strong fear-generating experiences with someone else tend to feel greater attraction towards them. This constitutes a typical movie plot, in which the protagonists go through a number of traumatic events and end up kissing. If one is already in a relationship with a woman, I recommend watching horror films or practicing extreme sports together—they constitute great options to keep the "fire" alive.

5. It is always a good idea to take an interest in the other person, to talk about our passions or other deep issues. She might mean a lot to us, but she is still only human, so let's not regard her as our one true love.

In all probability she is not. We might both be nervous: we met last night at a party and now we are sitting quietly in an ice-cream place. That's just normal. If silences are to come up, it's best to accept them as

something natural; they are not a bad thing. We should try to think of her as someone we have known for a long time: there is no need to plan what we are going to talk about, or what we are going to do, or what the best mechanisms to make her feel comfortable are. Those things simply happen. If we are curious about meeting new people, then it will be difficult for us *not* to find something in common with the other person, especially if we are there sitting side by side.

I quite enjoy picturing people in a very peculiar way: I like thinking how, at that very moment I'm looking at them, they are the product of their whole life. They are the way they are because of the decisions they have taken, the situations they have gone through, and the passions and dreams they have pursued or still long to accomplish. Each of these people views the world according to what they have experienced. It is all about discovering the person right there next to us. What was their greatest accomplishment? What do they like doing the most? What is it that moves them? If they could travel anywhere they wanted, where would they go? It is important not to make it sound like an interview; the key is to take a real interest in the other person. Generally speaking, we all like to talk about ourselves, and if someone takes an honest interest in who we are, we will probably feel a greater affinity and attraction towards that person.

Who should pay?

This is a question which has been widely discussed and has received hundreds of different answers. In Western countries it is customary for men to pay, although this norm is being increasingly dismissed, and more and more women decide to pay or split the check. Personally, I don't like going out with women who expect the man to pay for everything, not because of the money per se, but because it's a matter of my values. I'm not particularly interested in a woman who believes I have to buy her company. Nevertheless, as we said before, a man who can afford to take a woman out is in a way indicating that he has the necessary resources to take care of her.

What we base our personality and identity on is, I believe, an important factor. There are men whose identifying trait is making loads of money, or being gentlemanlike, or who simply feel generous; these men will in all probability tend to pay more often, although each of them will have his own motives. The fact is that each of them will set his sights on different women, women who value their kind of identity.

Do you pay because you feel like it, the same way you would for a friend, whether guy or girl? Or do you buy to generate a sense of debt in her, in the hope that she will later sleep with you?

Sex

It is now time to talk about sex, the part many of you were probably looking forward to. As with setting up a date, there are no magic formulas: whether we get to have sex with a woman will depend more on what our interaction with her was like while getting to know each other than on what moves we make in order to get to a location where we can be alone, whether that is in a hotel or back at our place.

If there is something I'm certain of, it is that having your own place greatly improves your chances of sleeping with any woman. You can invite her back to your place without necessarily implying you are going to have sex, while taking her to a hotel may make matters slightly more complicated. Moreover, men who live alone in general exude a different energy and display a different behavior. A man being independent and capable of taking care of himself demonstrates having solid survival skills.

Whether we have our own place or not, however, is not ultimately a determining factor. Her trusting us, on the other hand, is. And the best way to get her to trust us is by being honest. There are men who are relatively successful with women and say that women have to be lied to, and that if you are honest with them you are a "loser". Now, this takes me back to some of the issues we have already analyzed: why can't men be honest? A man who needs to lie demonstrates that he is insecure, that he is afraid of showing himself for himself. Personally, I think it is a sign of unmanliness. Does he lie because he is afraid of the consequences? Besides, try to think ahead: if this is a

woman we are really interested in, starting off by lying can only create a toxic relationship. This generates distrust, jealousy, hunger for control, and so on. I can assure you with some certainty that those who recommend lying end up involved in these kind of relationships. I will not go as far as to say that I never lie, everybody does in some way or another; nevertheless, it is better to be as honest as possible so as to create healthy relationships, even if we are not interested in her as a potential partner. There is no law or moral obligation that compels us to establish a romantic relationship with every woman with whom we sleep, yet it is possible to part in good terms.

Provided that you can earn a woman's trust by being honest, showing vulnerability, and not being needy, you will have no problem sleeping with her, she will most probably want to do it. It may happen on the first date or later —that will depend on the kind of experiences you share when you meet. She might have some reservations or impose some sort of friction, like a no-sex-on-the-first-date rule. Or it might be her first time.

Remember that it is fundamental to know how to express our sexual desire and do a smooth kino escalation. Imagine we have already kissed her: what can we do to get somewhere more private with her? *Mystery Method* suggests that one could make an excuse so that the girl will say yes to going somewhere private without feeling like there's too much at stake. For instance:

- *I have some amazing colored fish at home, you should come see them!*
- *I'm hungry, let's grab some breakfast!*
- *I'll show you those photo albums we were talking about, let's go!*

I have to admit I resorted to lines of this kind for a while, and I should say that it is very hard to find good excuses to go to a hotel or places of the sort ("*Why don't we go get breakfast at the hotel next door? I heard it's amazing!*") But apart from this difficulty, I believe these kinds of excuses are unnecessary when dealing with most women nowadays. Seriously, if a girl is interested, she won't need any excuses. If I see things are getting hot, I just put it straight to her: "*Let's get out of here.*" or "*We can't do this here, why don't we go somewhere else?*" Whether she accepts or not will depend on how much she trusts us.

When we have sex with a woman, we are in one of our most vulnerable moments. We are literally in the nude in someone with someone. After sex there generally is a notorious increase on the woman's investment on the man, and a decrease in his investment on her. This is something that happens almost naturally. In many cases, if doesn't happen, she ends up losing interest.

Anecdote IV: The perfect date

It was in the city of Singapore. I was somewhat drunk on a sofa while observing her face after we had kissed. Was she really lovely, or was I really wasted? I thought as I kept looking at her, my vision already obscured by alcohol. Her features began to become more clear... Yes! She was beautiful!

“I want to see you again,” I told her. She took my face in her two hands, and after kissing me, answered: “I'd like to see you again, too.”

She was Brazilian. She was of average height, with fine features and a slim body, marked hips, brown eyes and dark skin. On one of her arms she had a tattoo with the names of her siblings in Hebrew and her nose was pierced in a way I found very sexy. Her name was May.

After the night that we only kissed, nearly a month passed without seeing her. She continued sending me messages about intending to meet me, none of our plans ever transpired. I was aware that she had recently ended a relationship (she had told me that when we met), but I was starting to feel like donkey in the fable, chasing a carrot and never reaching it.

However, I noticed that as time passed, she expressed more interest in me. I was showing less and less enthusiasm about meeting up. I knew that she was lying to me and after so many twists and turns I was beginning to tire of the

situation. I'm a little skeptical about women's excuses not to see me. If she isn't proactive about finding a day that works, it's probably because (I assume) she isn't interested enough in me.

I was direct with her. I didn't understand why she kept asking to see me and then eluding our plans. I told her if she didn't want to see me it was fine, and I understood that things were still complicated with her recent break-up. She began to open up her heart to me and tell me about the situation she had found herself in, not only because of her relationship, but also because she was trying to find a job. We conversed a while more, and she insisted we see each other on Thursday. This time she seemed to be sincere, but I still doubted whether she'd show up.

We arranged to meet in a park. I arrived before her and sat down to wait. Twenty minutes passed with no sign of her, although she sent messages to say she was on her way. I had gotten distracted when I heard her "hello," and found her at my side. Yes, she was beautiful. After all the time without seeing her I had forgotten just how clear her face was.

I leaned in to kiss her mouth, but she kissed my cheek instead. I scanned her face and compared it to what I remembered. She was wearing a leather jacket and a smile that suited her even better. We started walking together around the plaza. I felt a little nervous, but I noticed she was too from the way her speech accelerated. She caressed her

hair while she was talking to me and watched me intently. There was great chemistry between us.

We had only gone a few meters when she interrupted what I was saying. She stopped me by taking my hand and giving me a big kiss. Now I felt more relaxed, and she did too. I suggested we sit on a bench. We talked while we kissed and slowly we began to feel more comfortable with each other.

I invited her to my apartment, and we walked there, hand-in-hand and chatting. Arriving on my balcony, there was an incredible sunset staining the sky orange. I left her there alone in search of a bottle of red wine. I selected the one that looked best, only judging by the design of the label without any idea of the quality. I brought it along with two coffee mugs, since I didn't have any glasses.

I served the wine in the coffee cups and she sat on my lap. I felt like a king drinking my delicious wine with her on top of me, where her aroma invaded my olfactories and my view was just amazing. Maybe a rustic king, drinking wine from a coffee cup, but a king nevertheless. Kiss after kiss, it wasn't long before our caresses became more sexual.

I took her up to my room, and we were alone. Immediately, she removed all the clothes from the upper part of her body. I took her by the waist, wrapping my arms around her as I began to kiss her breasts. She held my head between her hands while we started to slowly fall onto the bed. We continued kissing as we undressed entirely. Our excitement sizzled. I had started to kiss her neck when I

noticed that she stopped, and was trying to speak. She wanted to tell me something.

We were lying on the bed, bodies embraced. She kept speaking. Her legs were trembling. I started to listen. She told me that recently, she had broken up with her ex-boyfriend, whom she had been with for four years, but that they still shared a house together. She confessed she felt confused by the delicate situation and didn't know what would happen. I could understand that, I even felt like the third person, who interfered with their relationship. But it bothered me that she might lie to me or make excuses like she had done all month. I asked her not to do so again, and she promised she wouldn't, with a kiss.

We continued lying in bed for a long time, hugging and caressing each other. We stayed naked. One of her legs was crossed on top of mine, while we played with each other's feet. We kept talking.

Me: The night we met, did you intend to see me again?

Her: No, I wanted to be single for a while.

Me: Then why were you there?

Her (thoughtfully): Hmmm, I don't know. I think I wanted to be alone, but at the same time I was scared.

Me: Scared?

Her: Sure, about everything. What was going to happen with my ex if we went out together and if I'd be able to trust you. I was scared.

Me: Did you only come because you felt lonely?

Her: No, I don't mean that. When we kissed, I really liked you, but I had been drinking and it had been a while. I thought it was the same for you.

Me: I also liked you... and I was also somewhat drunk.

Her: You want me to tell you something?

Me: Okay.

Her: When I saw you waiting in the plaza, I thought "Fuck! This guy is incredible...I'm going to get myself in trouble going out with him."

STEP V

Happy Men Are More Attractive

" The man who makes everything that leads to happiness depend upon himself, and not upon other men, has adopted the very best plan for living happily. This is the man of moderation, the man of manly character and of wisdom."

-Plato

Chapter Twenty-two

On Happiness

“ He is not happier who has the most, but who needs the less”

- Agustin of Hippo

Grouch Marx once ironized, “My son, happiness is made of little things: a small yacht, a little mansion, a small fortune...” And yet, look at all the unhappy men with bulging wallets. Happiness is a widely discussed topic, and still it is quite disconcerting. In fact, many sociological studies show that most people have no idea what it is that makes them happy. I believe we can all learn to be happier.

Money, love, and health. It seems that the only external component that really makes us happy is love, and the intensity of our relationships is what makes us happiest the longest. As one of the characters of the movie *Into the Wild* puts it, *“ Happiness is only real when shared.”*

Companies around the world are beginning to consider improving the happiness of their workers as a means of improving their performance, and even countries have started measuring the happiness of their citizens. If, happiness is important in economics, imagine the tow it must have when it comes to being more attractive. Someone said to me once: *“In order to be successful with women, you have to discover your spiritual side. It makes*

you into a self-sufficiently happy, validated, and amused person.”

We often judge a person to be happy by their outward appearance. For instance, any rich person living in handsome material conditions could be considered “happy” according to this perspective. However, studies indicate that by looking at people’s exterior circumstances, one can only foreshadow 10% of their long-term happiness. The other 90% depends on how they assimilate to their environment. Above all, happiness is related to people’s level of optimism, to how much support they receive from others around them, and to whether they perceive pressure as a challenge or as a threat.

There is also a deep belief that if we work more, we will be more successful, and if we are more successful, then we will be happier. As the writer Shawn Achor puts it, however, this formula is regressive for two reasons: for starters, every time we successfully accomplish one of our objectives, the finish line changes, so we go back to square one and the cycle that starts all over again. Once we get the promotion we wanted, we are going to want a further promotion in order to be more successful, and hence happier. Once we buy a house, we will want to buy a bigger one. Furthermore, if happiness came as a result of accomplishing our goals, then we could never obtain it, it would be forever unreachable. We would always have the idea that we need to be successful in order to be happy. In contrast, we should try to achieve happiness first, so that we can then go for our

goals. In this way, we will find it easier to become successful. A mind which works with optimism functions much better than average. It not only enhances intelligence and creativity, but also improves energy levels. According to the studies conducted by Anchor, it increases productivity by 30%. This proves that the formula can be inverted. If we find a way to make our minds happier and more positive in the present, then we will be able to achieve yet greater success, working more efficiently.

A very interesting fact about happiness is that we are rarely aware of it while we are living through a happy period, but we do notice its absence once we have fallen from grace. It is like when we are healthy but then catch a cold, and we realise how important health is.

Psychologists such as Daniel Gilbert even affirm that the loss of something (whether a person or an object) generates three to four times as much suffering as the amount of happiness what was lost generated. This phenomenon is commonly referred to as “loss aversion”. In fact, we also find greater value in the potential pleasure we could get from elements we have not yet obtained than in actually obtaining them. Which is why we not only find more value in things we do not yet have than we find in them once we have obtained them, but also, once we lose them, we feel a suffering greater than the pleasure we derived from having them. Those new sneakers we were craving for so badly won't be as special as we thought they would be, but losing

them will make us feel very disgruntled. The same can happen with a woman, a car, or a trip.

Another problem related to loss aversion is that the fear of losing something we presently have may push us into making a greater effort to keep that something, regardless of the actual amount of pleasure we get from it. In contrast, it is possible to observe that more happiness can be derived from investing in experiences and relationships than in possessions. Therefore, not obsessing over material possessions can improve our standard of living in many ways:

1. It allows us to spend more time and money in establishing relationships and having new experiences.
2. By not basing our identity on money, it gives us the chance to get in touch with our values and behavioral patterns.
3. It suppresses the stress of loss aversion.

Baseline Happiness

One of Daniel Gilbert's most important theories poses that, having gone through any given experience, whether it be very good or very bad, we go back after some time to the same level of happiness we used to have. Gilbert called this starting point "baseline happiness". According to Gilbert, our mind will convince us that our experiences were not as great or as bad as we felt they were when we were going through them; he called this tendency to blur past experiences, good and bad, the "psychological immune system". For example: *"Losing the job I only got last year*

wasn't all that bad, I actually didn't really like it" . Or having a job that allows you to travel around the world —it will also not be so exciting after a while, since forever queueing in airports will start to get tedious.

The question, then, is the following: is there anything we can do to up that baseline, or are we condemned to live with the same level of happiness no matter what? I believe we all have a shot at modifying that baseline: it has to do with being able to enjoy processes, and not just results. For instance, people who earn a lot of money but do not enjoy what they do for a living, will probably not see much of a change in their baseline happiness. Contrarily, people who enjoy what they do, no matter how much they earn, will generate a rise in their baseline.

And this is not only related to enjoying the process, but also with feeling that one has some control over where one is going in life. People who have no control over what they do will suffer low levels of happiness, regardless of what they experience or how many goals they accomplish. People who are more comfortable about where they are going, even if they have less ambitious goals, will see a rise in their set point. There is no pill of true happiness, at least not one that will work in the long run, but we do have the chance to try to build our life however we want. There are no shortcuts to happiness —it is hard work getting there. Happiness will spring as a consequence of our actions.

This explains why there are so many successful people who are not happy: because they feel they have no control

over their own desires, as if they felt they didn't deserve to be happy. This leads us to wonder: what are the most efficient measures of taking control over our own lives?

- **Assuming full responsibility for what happens in our lives** : As I remarked at the beginning of the book, this was one of the first lessons I learned in the area of seduction. It wasn't that all women were hysterics, it was that *I* wasn't conducting myself properly. We all have problems, the difference lies in how we handle them. Moreover, sometimes the actual problem is not as important as how we react. It often happens that we are mistreated because we allow others to mistreat us, or we suffer economic problems because we don't know how to handle money. If we have trouble with women it is probably because we don't know how to act around them. Instead of wondering, "*Why do these things happen to me?*" , we should ask ourselves, "*What can I do about it?*".
- **Developing the habit of courage**: As we mentioned in chapter eight, when trying to overcome our fears, developing courage is fundamental, it will definitely allow us to have greater control over our lives.
- **Setting achievable goals**: working towards small aims and goals give us greater control over our lives. By having goals, we are not referring to assuming a "get-a-promotion-to-achieve-happiness" kind of

attitude, but to being honest about what we want, and thus increasing our baseline happiness. It is important not to get carried away with overambitious or haphazard goals, since they generally amount to nothing. A clear example of this are the kind of diets on which people start intending to lose fifty pounds in two months. Getting what we want is about developing new habits. If your goal is to lose weight, instead of thinking in terms of pounds, you could try to first cut down on desserts, then sodas, and so on. If one is unable to achieve small goals one at a time, then then fulfilling them all together will be impossible.

- **Being thankful** : Gratitude is closely related to happiness. It helps us appreciate ourselves, others, and everything we have in our lives, and also allows us to appreciate the here and now. It forces us to widen our perspective, and allows us to see beyond ourselves and our superficial desires. Besides, being a grateful person makes us more attractive. You might think you don't have much to be thankful for, but you can always find new outlooks no matter your situation.

Most people take what they have for granted, without giving it due value, focusing instead on what they don't have. And oftentimes, as we said before, we only learn to value things when they are gone. How many people undervalue their partners, friends, or material possessions, but once they lose them, cry and pray for things to go back

as they were before? Being grateful is closely connected to being positive, and being able to see the bright side of things. Why adopt a positive perspective? Being positive is no harder than being negative. Just like being grateful, being positive is a habit, and it constitutes an outlook on life. It is a skill, since it can be attained through practice. One can frequently hear negative people say, *“A pessimist is just an optimist with experience”* or *“I’m not pessimistic, I’m just realistic”*. Are these statements true? Well, I believe the answer is an emphatic “no”. First of all, perceptions are completely subjective, so that in any given situation, there is nothing that determines a tendency towards chaos and failure. In many cases, a negative attitude ultimately reflects a fear of thinking positive, since that could result in disappointment, or is a result from a belief that being optimistic is fooling oneself. But optimistic people trust they will find solutions to their problems, and so vigorously persevere. Pessimistic people, in turn, focus only on the negative aspects. Why is this point so significant? When we harbor positive solutions, our mind looks for ways put them into practice. If we only take into account negative aspects, we will be blind to all possibilities of accomplishment. By giving up prematurely, or saying *“I can’t”*, one is killing the chance the mind will find a way to make it happen. Contrarily, one someone says *“Yes, I can”*, that person is looking at the aspects that will allow them to go for it, to try to accomplish something. A very handy exercise is to sit down and give thanks for whatever makes us feel grateful. It

is important that we are genuine, that our gratefulness is sincere, we should not to do it as a mere exercise.

We should tell our friends and family what we like about them and what we are grateful for.

- **Construct self-validation:** We shouldn't hang upon what others think, most people really don't care. Even if people think we are attractive, rich, and successful, those are just appearances, and that will make us subject to ever increasing pressure to fulfill other people's expectations. If, in turn, we are capable of building internal validation, we will be able to establish and fulfill our own goals and objectives. We will have the power to increase our self-esteem and improve our baseline happiness. Whether validation comes from the outside or the inside has to do with our outlook on life. What moves us into action? Do we do things for ourselves or to put an act on for others? The truth is that one thing leads to another. I believe it is impossible to completely extricate ourselves from either one, because they are connected. For instance, if we start training at the gym, do we do it to be healthier and fitter or to get more women? It could be both, actually, but we should be able to establish a hierarchy of reasons.

What is important is that we are honest with ourselves and that we are able to discern with what purpose we do things. Because if we act with other people's opinion in mind, then we are putting the result before the process. We

will thereby always have the feeling we are going back to our initial happiness set-point.

- **Building a wider perspective:** Being able to see beyond the limits of our own perspective has to do with being able to understand other people's points of view (both if they apply to us or to themselves), with evaluating whether we act in pursue of external or internal validation (with transparency), with whether we are going after a certain set of goals for the right reasons, and with whether those goals will really make us happier.

Chapter Twenty-three

Are Problems a Problem?

“ Health is not the absence of sickness”

- Anonymous saying

What is a problem? Do problems really exist or are they merely constructions of our mind? What is the value of a problem? Are problems inherently bad?

For starters, we should note that problems are born from our own minds and perceptions. By his I don't mean to say there are no real or serious problems, but I am certain that they are often not so. I think it is wise to consider a problem real when it represents a direct threat to our lives or that of a loved one. Like starving to death or being under a death threat. Problems that are actually significant are those which rarely cross our minds. This, nevertheless, is what I consider a real problem, but many people may think differently, they may think of death as a continuation of life—everyone is entitled to their own opinion.

By definition, a problem is a matter which requires a solution. We may observe people, however, who are troubled by problem after problem, and whenever they are able to solve one, they complain that an even bigger one has come up. I believe that this kind of people make the mistake of considering all problems to be bad things. A problem may present us with a new vision or perspective over a certain matter. The same goes for crisis. It is as they say, after every storm, the sun always shines. An example

could be an economic crisis which drives us to change jobs, or a romantic crisis which gives rise to a change in our lifestyle. The crisis will be positive or negative depending on how we perceive it and how we act in the face of it.

Everyone allocates different magnitudes to their problems, and this significantly depends on their circumstances. Besides, the more we talk, think, and ruminate on a problem, the bigger it will get. A broken fingernail won't have the same significance for a hand model as for a gardener. Or maybe it will, it depends on how each of them takes it. A factor that has a bearing in the magnitude a problem has for us is related to the means available to us to deal with that problem. This will determine how much it affects us. This also depends, however, on how we assimilate the problem.

Of course a hundred-thousand dollars doesn't represent the same thing for a millionaire as for someone belonging to the middle class. Yet the discomfort generated by it may vary according to how each of them assimilates the issue. Fixing a car's engine will present a different level of difficulty for a doctor than for a mechanic. However, it may happen that this generates greater discomfort for the mechanic, if he takes this problem for more than it is.

Now, the same person's perception of the problem may vary according to the other problems that person has. People have a tendency to gauge things by comparing them. Contrasts have a great influence in our emotional state. My new car is better as compared to the old one. The

girl I'm currently dating is less attractive than my ex. My thousand-dollar debt is not as large as my former debt.

Think about movies in which the protagonist is, at the starting point, troubled by "minor" problems (such as having debts, relationship problems, or being unable to find his car), but then, as the plot unfolds, goes through such experiences that by the end his initial problems seem irrelevant and the character looks happier, even though he still has the same problems he had at the beginning, with the sole difference that he views everything from a new perspective (generally because he survived everything that happened throughout the movie).

If you are lucky, your problems will be related to lack of confidence, social anxiety, or feelings of insufficiency. Maybe they are related to work, money, debts, family, love, or the meaninglessness of life. This probably means, however, that you have food on your plate every day, you own a nice TV set, a car, you have internet access, and you enjoy comforts far above basic survival needs—even if that doesn't exactly make your life perfect.

How to Improve our Response in the Face of Problems

I doubt I will be able to give you advice for every single one of your problems, but I do believe the following ideas should help you out with most of them.

It is important to know that getting angry at a problematic situation won't help us get to any solution. So

the first step is to accept it. There is a phrase that fits most situations: “shit happens”. It is impossible to avoid all problems, but, as we said before, whether they ruin our day will depend on our disposition.

Another great solution is to laugh at our problems, not to take them too seriously if they actually aren't. As I have already noted, a problem could be made worse by the perspective we take towards it.

And last, I repeat: after every storm, the sun will shine. When faced with a problem, one could think, “*What if this is a gift?*” . What if breaking up with your ex gives you the chance to meet new people? Maybe you'll meet someone you'll love even more. What if getting fired gives you the chance to start up your own project?

Chapter Twenty-four

Happiness is a choice

“ One sunny and hot afternoon, a very hungry fox walked into a vineyard where there was an ample supply of luscious, juicy-looking grapes. Grapes had never looked so good, and the fox was famished. However, the grapes hung higher than the fox could reach. He jumped and stretched and hopped and reached and jumped some more trying to get those yummy grapes, but to no avail. No matter what he tried, he could not reach the grapes. He wore himself out jumping and jumping to get the grapes. ‘Those grapes surely must be sour,’ he said as he walked away, ‘I wouldn’t eat them if they were served to me on a silver platter.’”

This fable, attributed to the Ancient Greek story-teller Aesop, clearly illustrates how desires work, and how we can achieve happiness even if we don’t get everything we wished for.

There are two ways of “manufacturing” happiness. We could say one is the “natural” way and the other, “synthetic”. Natural happiness is that which we achieve when we get something we wanted (e.g. getting a promotion, buying a house, picking up a woman we liked, etc.), and synthetic happiness is that which we manufacture when, not having achieved exactly what we wanted, we are still able to accept our luck and feel good about it, as illustrated by the fox.

Our society holds the belief that synthetic happiness is of inferior quality than natural happiness. People who fail to

fail to accomplish their goals and desires are branded as losers. We can see this in advertisements, in movies, and in our everyday lives. But why is synthetic happiness debased in this manner? Imagine what would happen if people discovered that they can be happy regardless of whether that luxury car they saw; or that they don't actually need new sneakers, the ones they are wearing are not that old; or that they never really use the camera of their new cellphone.

Synthetic Happiness is debased in order to fuel our sense of dissatisfaction, so that people will struggle to get things they don't really need. A self-sufficient, accomplished man doesn't need material possessions to cure his emotional wounds. He will not buy any remedies.

The same happens with accepting the facts, that is, accepting the things we cannot change. A clear example of this is fixating on something bad that happened in the past, and suffering because of it. Or thinking about all the things we could have done but we ultimately didn't do. These situations could be a source of great dissatisfaction. Contrarily, thinking that what happened is the only thing that could have happened, and that not a single event of our lives could have been any different, and accepting this, will be a great source of comfort. Isn't it only sensible to think that if we went back in time, and we had the same resources we had the first time, we would do exactly the same as before? By adopting this attitude, we will be able to see that it is thanks to that past situation that today we

have new resources at hand to help us deal with similar situations in the future.

We should also try to accept our body and looks just the way they are. Or if there is something about our appearance that we are not happy about, but that could be improved, then we should work on it. If we find that there is nothing we can do about it, then it is best to accept the state of things: if there is no solution, then there is no problem. People who are forever uncomfortable with their looks tend to pay too much heed to other people's opinions. Acceptance comes from the inside, not the outside.

Developing our capacity to manufacture synthetic happiness will make us much more positive, happy and attractive. This development has to do with a habit. I don't mean to say we shouldn't fight for what we want, that we should settle with what we've got and that's it. But if things don't turn out how we expected, it's not all that bad; accepting it will allow us to see the positive side to that experience, and will help us move on, to leave the past behind. The other path would lead straight to dissatisfaction.

The development of natural happiness is related to the increase of our baseline happiness through the construction of our own life-course. Synthetic happiness has to do with developing a perspective that allows us to see beyond ourselves. From the moment we establish these, how happy we feel about a situation will depend entirely on ourselves.

Anecdote V: Continuing my trip

For three months, we had been living together in Nakhon Sawan, a city lost in the heart of Thailand. As the end of our time together neared, there were nights I observed her sitting pensive and silent, her eyes damp and fixed on some distant point. One night, while she was reclining by my side, embracing me, she asked:

Jen: When was the last time you cried?

Me: I don't remember; it's been many, many years.

Jen, with surprise: Wow, you're like a robot! But just so you know, I might cry when we say goodbye.

It was the 2nd of March when Jen and I went to Bangkok for our separate departures. She had to be at the airport at six the next morning to catch a plane to New York, while I was to continue my trip in Cambodia.

We had planned on leaving Nakhon Sawan early so we'd have more time in Bangkok, but ended up arriving at 8 in the evening, exhausted and without a hotel reservation. It wasn't until 10 that we were able to find a cheap place to stay, after walking through dark streets and being accosted constantly by aggressive, rude Tuk Tuk and Taxi drivers.

At last we opened the door to our new room, collapsing on the bed. The atmosphere of the room was somewhat lugubrious. The stark fluorescent light cast dark shadows

from every object. The paint was chipping, and on the walls there were a couple of out-of-place paintings of landscapes and a small mirror that cut off my head. The conditions didn't exactly set us up for the perfect good-bye.

We were both acting calm and normal, as if it were just another night, as if the next day we'd continue being together but that just made it all the more strange. It was as if we believed that that night would last forever, even though time seemed to accelerate.

We showered together, then lay naked on the bed. We talked and laughed for a time. After a while, I rolled over on top of her, gazing directly into her eyes. She lifted her head to allow me to kiss her ear, and pressed her body against mine. I could feel her each of her quick breaths whispering into my ear while I lightly ran my fingers down the side of her body. I caressed her breasts, then stroked her back and stopped with my hands around her waist. She snuggled into my arms. Our bodies were glued together.

Her eyes were anchored with mine. I continued touching her while she held my face and covered it with small kisses I could feel goosebumps rising all along her legs. Her body was tense with desire. I began kissing her everywhere: her ears, her neck, her chest, her belly button, and then her more sensitive parts. I explored her body with my mouth and she trembled with anticipation, I loved to feel her this way.

I began to massage her, pressing her muscles gently. We both smiled, complacent. I grasped her hair in my hands

and gently pulled it, telling her how much I desired her. I really did. She wrapped her legs strongly around me and stroked my beard with the tips of her fingers. I took her around her slim waist as if it were mine. We were as close as two people could be.

Her body trembled against mine and I could hear her. Our sweat intermingled, and we felt a sensation of ecstasy that culminated in a burst of pleasure. I collapsed on her and we gazed at each other, smiling, heads still only centimeters apart, as we tried to catch our breath.

We continued lying in the bed for a while, cuddling, with our legs on top of each other's. She slept for a little while, while I stayed awake, writing on my computer.

It was about two in the morning when I turned off my computer and reclined, wrapping my arms around her from the back. She rolled over and snuggled into me, without waking up. Everything was dark except for the dim light coming through the window, without illuminating anything.

We were isolated on the eighth floor of an old building that seemed empty and soundless, except for the old air conditioner. I began to feel a certain nostalgia, thinking about separating. Three months was a short amount of time, but we had also learned a lot about each other.

My eyes began to dampen, and slowly, a tear rolled down from one. I held her more firmly and kissed her. She looked up at me sleepily, and then started. I, with my wet eyes and half a smile, said, "Don't be surprised if I cry when we say goodbye."

She began to kiss me repeatedly in an attempt to console me and from the light kisses and caresses grew something more lustful...a lust that unleashed an unbridled passion in both of us, ending in bittersweet moans and cries. And so it was, that what had begun as an act of pleasure culminated in endless, uncontrollable tears for both of us.

The hours passes as we stayed entangled in bed, our legs entwined together and our foreheads pressed together. We avoided meeting each other's' eyes, because we were like a mirror, puckered, tear-streaked faces, our lips pressed together in a failed attempt to contain the anguish. Our eyes had turned red from the crying, which at the point, neither of us could hold back or conceal. We gripped each other's faces in our hands and kissed to hold in our sorrows.

Me: I'm really happy to end things this way. I don't want to stop crying.

A lump formed in her throat and she was unable to speak for a moment, because of the emotion. Tears returned to boarder her already-wet eyes, and while looking at me fixedly, she said, "I want you to know that I love you, and it doesn't matter if we never see each other again, I'll always want the best for you," she added, as if it were something she had wanted to say for a long time.

My face furrowed and I began to cry again more than I thought possible, staying silent for some brief seconds. I kissed her, letting her know that I liked her words. "I'm

sorry, I don't know what to say." She grabbed me and said, "You don't have to say anything."

We decided to go for a coffee at four in the morning in a service station, playing a game of chess silently on my cell phone while we waited. I waited for her to move, stirring my coffee slowly with my spoon. She grew tired of the game and passed me the phone.

Jen: I don't want to play anymore.

Me, joking: Okay, we can leave it for tomorrow.

Jen laughed, knowing this was impossible. "When you get to Europe, can I come visit you for a week or two?"

I chuckled; she knew me well enough to know the answer to this question. "Why just a week or two?"

She grinned at me and paused to drink her coffee, staring at me.

Me: Someday I'll visit Kansas. I'll dress like a cowboy and we'll eat some wheat.

Jen, laughing: Idiot! Well then, after that we can dance tango in Buenos Aires while drinking mate.

Me: Of course! That's what all Argentinians do on a typical rainy afternoon.

We continued talking, laughing and sometimes crying for the next hour. The time flew by, although we both wanted it to stop. Soon, it was nearly six in the morning and I accompanied her to the train station where we planned to say goodbye. The streets were dark and dirty, passing typical Thai street merchants, below highways and railways. Our cries grew louder; the knots in our throats tightened.

We walked without looking at each other, in silence, as if we were condemned to do so, only expressing ourselves through light touches of our clasped hands, squeezing every so often. Sometimes I could hear her suppressed cries. Sometimes I closed my throat and tears welled in my eyes, despite my trying to stop them.

When we reached the station, we realized that we had been walking in the wrong direction. We waited for the train without speaking, until it arrived impatiently, as if we had already run out of time. I boarded with her to ride back to the station nearest my hotel, while she would continue on in the direction of the airport.

We were standing by the door of the car. Our cries broke the monotony of the other passengers, who seemed to wonder what was happening to these two foreigners. We kissed, and like a whisper, the train whooshed into its first stop. My stop. The fact that I had to disembark made me feel like I was being torn away. I let out a goodbye, not knowing what else to say and she remained silent, static and looking at me without showing a reaction. The doors closed like a judge's gavel, and the train left, whisking her away with it.

In my zombie-like state, I left the station and walked towards my station still crying, crying like I couldn't recall ever crying before. I mourned her loss, and cried until I fell asleep.

And so I woke three or four hours later, with my eyes wet and it was as if I was waking from a bad dream. My arm

was extended across the other side of the bed, searching for contact. I was lost and disoriented with a slight headache as if I were hungover and I didn't have a clear idea how to get to my destination, Cambodia. I got out of bed and cut my hair, as a way of marking the change. Then I took my bag and crossed through the door. Now I had to continue my trip...and I had to do it alone.

Epilogue

We have arrived at the end of this book, and it is my hope that you don't just read it and appreciate the concepts within it, but also that you are able to put them into practice in your personal development.

I believe that one of the most significant traps people can fall into is believing that they cannot change, or that their problems are unsolvable. These people often try again and again with different approaches, but they do it thinking they are bound to fail. And doing something thinking that you are bound to fail generally leads to failure.

There is a movie I would like to recommend to you: *Limitless*. It is about a man who starts taking a pill which increases his intelligence and his problem-solving skills. Little by little, he starts making changes in his life and adopting new perspectives. The point is that, although he is still the same person, with the same opportunities, his capacity to understand his problems and find solutions for them allows him to make some amazing changes.

I believe there are some questions worth asking ourselves: Is there something that we are missing that we could be doing to improve our personal development? To what extent do we blame our environment for what happens to us? It could take weeks, months, or even years for our "pill" to take effect. It might consist in reading a thousand books, taking courses, or traveling.

The good thing about not having an actual pill is that it is a great way to increase our baseline happiness, in short, of being happier. Our process of self-development will be worth it. The story successful people most like to tell is the one about how they developed gradually, and how they were able to rise from a discouraging initial panorama. We ought to put ourselves to the task of creating new experiences, doing things we have never done before, and setting an example for those around us —to leave a mark on the world.

I hope you enjoy the book as much as we did writing it. It is really gratifying for me when someone spends their time reading what I had written. Publishing this book has become my consuming obsession as it was the result of two years work.

Feedback means everything for Self-Publishers, not just for motivation or self-development to continue writing and can also help in the promotion efforts. I would really appreciate it if you could take the time to leave me a [review](#) , each one means a lot for me.

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At the time of writing this book, I am about to set on a journey around the world which will last some years, and so I would like to write some words to my parents and siblings for them to hold as a kind of souvenir while I'm gone. I thought it would be a good idea to do it here, since without their support this book would never have been possible.

I would like to dedicate this book to my parents, Patricia Ana Marcela Gagey and Federico Sebastián Mühlenberg, for bearing with me during the writing of this book, and for always having offered me their support. I am certain that who I am today is a result of being able to stand in the shoulders of these two giants. I also dedicate it to my siblings: Erica Sabrina Mühlenberg, Enrique Alejandro Mühlenberg, and Iván Ernesto Mühlenberg; and to the rest of my family, for always being there with me.

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