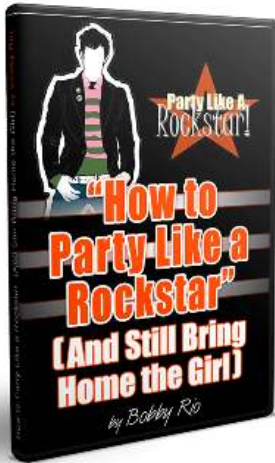


# The Confidential Social Intelligence Manuscript

by Bobby Rio

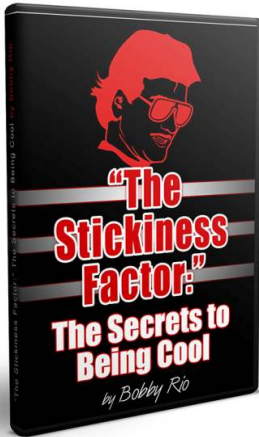
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## Confidential Social Intelligence Manuscript

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## Introduction

This manuscript has been developed over the past 10 years. Everything in this manuscript has been tested and refined. It works. The only reason I have not released it up until now is because many of the strategies contained in this manuscript I have personally used within some of my current social circles.

This manuscript was first conceived while I was back in college. One of my friends and I attended a private seminar held by social scientist Dr. Robert Cialdini. We took the teaching of Dr. Cialdini, which focused on the psychology of influence, and we applied to the realm of climbing the social ladder.

The teachings in this manuscript transformed my friends back at Montclair State University from relative nobodies- into a group of men who threw 400+ people parties, and were even featured on prime time news for our antics at the Homecoming day parade.

After graduating college I took the principles originally constructed and altered them a bit for "the real world." I found them to be even more effective.

It was around 2002 and that I found the underground seduction community. At that point I was just coming out of a relationship and began studying the art of seduction. It was at this point that I took the original manuscript and began altering it to include some more of the hidden techniques of some of the world's best pick-up artists.

This manuscript is not going to teach how to be the world's best pick-up artist. Pick-up artists are usually defined by their ability to cold approach a random woman and quickly close her. If you follow the guidance of this manuscript- you will never have the need to cold approach again. This manuscript is about building an empire of friends and fans. And with those friends and fans... women will naturally follow.

## Chapter 1: What Defines A Superstar?

So you want to be a Social Super star? And live large?

Some guys are just born with inane gift to control the energy of any room they enter. These guys will often be referred to as charismatic, charming, or simply enigmatic. People will naturally want to be around them. They will want to be associated with them. Other people want to drink in the enthusiasm, energy, and vitality that the social superstar produces.

When you think of social superstars- who come to mind? Maybe you know a few guys personally who have this characteristic? Or maybe you immediately think of a guy like George Clooney, Tom Brady, Tommy Lee, or Johnny Depp. No matter how different the external image of these guys may seem, there are certain characteristic that they all share. These characteristics are the blue print for social superstardom.

While simply copying their characteristics will not land you roles in motion pictures, or have you quarterbacking in the Super Bowl -it will have you commanding the power and respect these guys have, within your specific social scene.

Right now, I would like you to take the time to think about the guys you have met in your personal life who have best exemplified the image of social superstar. Spend a minute to get a clear picture of them in your mind. Once you have a clear picture of them in your mind, focus on specific aspects of them.

First, hear the way their voice sounds when it comes out of their mouths. Listen to the way they talk. Listen to the way they construct their conversations. Listen to the way they use humor casually. Envision the way the carry themselves. You should picture their specific body language, posture, and sense of personal style.

Now I want you to spend a minute writing down the different characteristics of them that jumped out at you. What aspects of them are unique and unlike the many others you come in contact with who don't possess their charisma?

After you have jotted down a list of the distinct characteristics I want you to dig a little deeper. I want you to envision the way other people react to them. Hear the way people speak about them when they were not around. Envision the look on people's faces when they walk into a room. Or the energy that is sucked out of the room when they depart. Imagine the way a woman would react to one of their advances. Imagine the way their entourage would follow one of their commands.

Now spend a minute writing down the different ways in which people react to them. Try to describe the energy that these social superstars instilled in others around them. Try to capture in words, the envy that other people felt towards them. Write down the desire that women had toward them.

The reason that I have asked you to write down both the specific characteristics of these men and the specific ways in which people reacted to them, is because it is my way of outlining the goal for this manuscript.

If you want to become a Social Superstar, you must first have a clear goal of what you are trying to become, and why you want to become it.

In the following chapters I will delve much deeper into the process you must go through to elevate yourself to Social Superstar status amongst your social scene, and ideally onto a greater stage.

## **The Reaction They Receive**

What you must first understand going forward is that what causes these men to rise to the level of social superstar has nothing to do with what is inside of them. In fact, fundamentally it has nothing to do with them at all. It has everything to do with the way that people react to them. You can't become a superstar if you don't have fans propping you up.

I will repeat this phrase for emphasis: It has everything to do with the way that people react to them.

This is important for you to fully comprehend this for two main reasons. First, by understanding that there is nothing unique inside of these men- you'll know that you too are capable of reaching their level. And second, you'll realize that by using the principles of persuasion and influence- you can manipulate the reaction you receive by others.

Over the course of this manuscript you will learn to use the principles of persuasion and influence to climb to the highest level of any social ladder.

## Chapter 2: Image is everything (Authority + Social Proof)

### Your objective:

The objective of creating an image is to establish both authority and social proof.

The image you present to the world should establish you an authority on your scene. Your image should sub consciously tell the people within your scene that you are the person to look up to for determining what is cool, trendy, or hip.

Your image should also convey social proof. In this chapter you just need to recognize that by being trendy and fashionable you are presenting yourself as having a high level of social intelligence. People will automatically assume that since you have the social intelligence to stay fashionable- you are actively involved with "cooler" social circles.

### The Plan:

Image is everything.

It is how you carry yourself. Think like this. When you walk into a parking lot, what cars catch your attention? The Ford Taurus? The Toyota Corolla? No. The 745i series. The Corvette. The Porsche. The SL500 Mercedes convertible. These cars are sitting right alongside of hundreds of other cars. But you notice these cars. They don't yell out for your attention. They don't flag you down, and say "look at me" But these are the cars you look at because of their reputation, their fine details, and their alluring Image.

These cars have a presence and if you want to be a social superstar you need to have just as powerful of a presence.

You need to dress fashionably. You need to know what the current trends are before most everyone else. You can't wait for your peers to tell you what to like. You have to be ahead of them with the trends. Because if you're waiting for them to dictate what you can wear, or what music you can listen to, chances are by the time you're wearing it, it's out of style.

Social Superstars know what the current trends are because they are keenly aware of what is going on, or they have friends that are keenly aware telling them what is going on.

You need to be up to date with the trends. If you don't have "cool" friends then you need to be following fashionable websites, blogs, and magazines to know what the trends are. It isn't called "being trendy" for nothing.

When it comes to creating your image, I always suggest modeling yourself after a celebrity that you most resemble or whose style you would like to emulate. Celebrities pay fashion consultants thousands of dollars to keep them trendy... there is no reason not to take advantage of the lessons they teach with every outfit they wear.

Generally I recommend picking a celebrity you most resemble. But it is also important to pick someone who fits the style you are going after. If you're going after the "bad ass" look you would want to choose someone like Colin Farrell. If you're more of the athlete type choose someone like Tom Brady or Tony Romo. If you're the artsy music type choose someone from a popular band. If you're going for a preppy look choose someone like Matt Damon. The examples I'm giving may be outdated by the time you read this. Choose someone in their twenties. Choose someone who is well known and followed in the media.

You don't want to copy their style from a movie. You want to copy their style from their day to day life, what you see in the gossip magazines.

You are probably thinking that you can't afford the clothes they are wearing. You're right. You can't. But what you can do is mimic the clothes by purchasing similar outfits of less expensive brands. Another option that I've done is go to thrift shops or Salvation Army stores with clip outs of outfits you want to put together. You can buy a whole new wardrobe for like \$50.

You can also start putting more of your focus, money, and energy toward your image. This is the basis of who you are in the public eye. Instead of dropping \$60 on a new video game... **buy a pair of the trendiest sneakers you can find.** A solid pair of kicks is your best investment. Spend \$100 if you have to. Everything else can be second hand. But **the sneakers must be the real deal.** And once they've run their course and gone out of style. Buy a new pair. A good pair of sneakers or shoes is the cornerstone of a good wardrobe.

But image is more than just wearing trendy clothes. It is the total package.

In the next chapter, **The 10 Second Impression**, I am going to go into great detail about how to use things like physiology, body language, tonality, and posture to build immediate social proof. But for remainder of this chapter I want to give you some more hints on how to make your image more appealing.

## The Elements of Image and Charisma

Here are some other tips to enhance your presence and image - *from The 7 Elements of Charisma.*



- \* If you're white, work on maintaining a healthy tan. No sunshine? Find a nearby tanning salon.
- \* Pay attention to how you walk, sit, and stand. Your posture should make you appear to be confident and at ease with your surroundings. Even if you're not at ease, pay attention to your posture so that it seems as though you are.
- \* Flaunt a sincere, friendly smile at strategic intervals (but don't overdo it - learn to read when it is called for, and when it's not). A sincere, friendly smile is a strong weapon. It breaks the ice, tears down people's walls, automatically paints you as a person of high self-esteem and confidence.
- \* What is your mind set? You are in a situation that requires a strong focus on tact and diplomacy. Meaning, knowing when to speak, and what to say when you speak, knowing when not to speak, and knowing how to carry yourself throughout.
- \* How do your eyes follow the crowd? As if you're disinterested (meaning, you're not paying too much attention to any one person) - and that's because you feel that there is nobody worthy of your attention. In other words, you're never "star-struck" because **you are the star**. In the end, **your goal is to give off the impression that you're a prestigious person accustomed to ranking high in social circles** - not even the blonde-bombshell walking by can shake this poise. You may cast a glance, but you're too prestigious to stare. People around you WILL notice this and subconsciously decide that you ARE a person of prestige.

In a world where most people lack a high level of self-respect, it is easy to stand out when you have it and it shows. And if you don't have a high level of self-respect (again, like most), **then fake it**. Take note - the trick to faking it is to fake it with sincerity (this will be repeated further along). In the chapter on attitude I will give you tips to help the right attitude to come naturally to you.

By themselves, these simple details regarding a positive, prestigious self-image don't accomplish much, but when packaged together they merge for great effect. And now you've created "presence."

When creating a **charismatic image**, you're using this instinct to your advantage (which most people can't control because they're unaware that it is something happening in their subconscious). Here's an analogy: If you look like a thug, you'll be prejudged as probably being a thug. If you look like your gay, you'll be prejudged as probably being gay. And if you look like a charismatic person used to respect and even admiration, you will be prejudged as a person who is probably charismatic and worthy of respect and even admiration.

Once you've been prejudged, it's that much easier to create the effect that you're after. Notice that we used the word "probably" in the above paragraph? We use the word "probably" to represent the other person's expectations. This is what he or she expects. And because they expect it, now it's that much easier to give it to them.

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Many elements make up Image; presence is but one. Most people don't understand the charismatic persona and can only assume that it comes naturally to some people. Maybe for a very rare and select few. For the rest of us, it is an acquired art - something that we practice in our daily encounters with others until it is developed over time. Charisma opens many doors and will get you into many places otherwise far off limits. It is a very influential tool when you want something.

You need to always be conscious of how you appear to other people. You need to give off the impression that you are an important person and are considered an important person by others.

\* Before speaking to a person, you ask yourself: How is this person going to interpret my next few words? What kind of effect are they going to have? What effect is it that I'm going for? Will I sound like I know what I'm talking about? Or will I sound like a fool? Will I sound confident? Or will I sound cocky? Will I sound sincere, or will I sound fake? Will I come across as a good conversationalist, someone who listens more than he speaks? Or will I seem as though I talk too much and therefore am not a good conversationalist?

The above advice is sound, but you don't want to fall into the trap of constantly being inside your head worried about what you are going to say. What you say doesn't have to be perfect... You just want to think for a brief second if what you are saying conveys confidence and coolness, or if it makes you sound like a showboat, a coward, or hurts your image in any other way.

You need to be a good conversationalist. If you don't have any clue what makes a good conversationalist read through some of the articles on <http://www.tsbmag.com> about building conversation skills. These articles should provide a nice foundation for becoming a better conversationalist.

Remember, you are being watched at all times. This means even when you are not actively engaged in a conversation you need to present you best image. Below are some tricks you need to convey:

\* Never seem to be in a hurry - hurrying betrays a lack of control over yourself, and over time.

\* Always seem patient, as if you know that everything will come to you eventually.

\* Your actions must seem natural and executed with ease - so when you act, act effortlessly, as if you could do much more. Cloak your focus on the elements (which will more than likely seem intense when you first start practicing the art) by being confident on the outside and relaxed on the inside. Never let them see you sweat.

\* Practice being subtle ("subtle," as used here, means "So slight as to be difficult to detect or analyze; elusive.")

## Sexy Stereotypes

In Brad P's excellent book titled The Fashion Bible he recommends a technique he calls sexy stereotyping. This simply means choosing one of the "stereotypically" sexy identities and modeling you're look after them.

If you'd like to learn more about sexy stereotyping I would recommend checking out **The Fashion Bible**.

<http://www.makesmalltalksexy.com/FashionBible>

## Chapter 3: The 10 Second Impression (authority + social proof)

### **Your Objective:**

The objective of manipulating your non-verbal communication is to establish both authority and social proof.

The non-verbal communication you present to the world should establish you an authority on your scene. You are not only completely comfortable within your scene, but those around you appear to respect you and look up to you.

Your non-verbal communication should sub consciously tell the people within your scene that you used to being treated well. It should convey that you are comfortable as the leader. And it should present you as a man with high social intelligence. The combination of these three attributes you will provide you with the requisite social proof you need.

### **Your Plan:**

Imagine that you're sitting at a table in a crowded bar. You are observing everything that is going on around you. As you sip your beer you are making 10 second judgments on everyone that passes your table.

A man walks by; he is of above average looks, wearing a nice button down shirts, trendy jeans, a stylish haircut, and an expensive watch. Your 3 second judgment so far is positive.

The man walks up to the bar, avoiding eye contact with the other patrons. The bartender is busy and the man is forced to wait there for his drink a moment. There is a person to his right and left, and neither of them has squeezed over an inch to let him in. He keeps timidly putting a finger up to get the bartender's attention. While the bartender is serving a girl on the other end of the bar, the guy just stands there, slouched down, and squished, nervously rubbing his chin.

In less than a minute your entire perception of him has changed. Not only has *your perception* of him changed, but so has every girl's who was eying him down as he walked by. So has the perception of every guy who was subconsciously sizing himself up against the guy for dominance on the social hierarchy.

Everything we've gone over in the preceding chapters regarding creating the look of a superstar is important. Yes, you must dress fashionable and cool. Yes, you must present your physical attributes in the best possible light.

But you must be aware that there is more at play than how you are dressed up. There are certain telling cues that allow people to make instant decisions about your level of self esteem, your social intelligence, and your sex life.

If you walked into any high school in America, within minutes you would be able to tell which of the students were of the popular crowd, and which of the students were bound to be eating their lunch alone in the cafeteria. You wouldn't have to speak to a single one of them. It is all prominently on display by the way they carry themselves, their walks, and the amount of eye contact that they make with other students. These are the non verbal cues that people look for when making a snapshot judgment on someone else.

We've already discussed fashion, grooming, and physical appearance. We've talked about how it is important that you always present your best self, in your best outfit. But that is not enough to be a superstar.

That guy... standing alone waiting for his drink. He's a good looking guy, in a nice outfit, tan, and has a body most guys would kill for... but he just looks uncomfortable and out of place. Although all of the physical signs should be pointing to "cool" it is apparent that he is anything but.

There is a saying I love "Walk the talk."

## **The Irresistible Offer**

This means that you need to be completely congruent in all areas of your identity. You need to create the irresistible offer.

"The Irresistible Offer" is the title of a book by Mark Joyner, in which he talks about how the best marketers create a short pitch that is so powerful that it is almost impossible not to buy. He claims that in today's marketplace, you have extremely limited time to catch the public's attention. You need to not only present them with the features, the benefits, the proof, but you also must take away any last hint of doubt.

The best way to remove any last hint of doubt is to "Walk the talk" and carry yourself like a superstar. The way you carry yourself is the one thing that cannot be faked. They can bring you onto MTV's Made, and have you done up by the best fashion consultant, personal trainers, and makeup artists in the world... but if your body's non verbal cues remain the same; you will be identified as a fraud immediately.

In the following chapters we are going to go into detail in the different areas that make up your non verbal cues. These areas include: body language, posture, eye contact, and how well you follow the general rules of intrapersonal communication.

If you are going to create yourself to be "the irresistible offer" you need to hit them from every one of these angles. Everything about you needs to be congruent, and must stand up to the test of scrutiny.

I don't want you to mistakenly interpret this to mean that you must be perfect. As we will discuss later in "Never appear too perfect" you must show some vulnerability and flaws... the flaws just can't come involve any of these cues.

I was at a seminar listening to the legendary Brad P speaking about how to get a 10 minute lay. Brad is a well known social artist, and has a cult following of men who aspire to be like him. In the first few minutes of the speech Brad gave some details about the various 10 minute lays that he has had in his lifetime.

After his powerful stories of success, he asked the audience why they believed he is able to continually have women willing to sleep with him after knowing him for less than a half hour.

One by one members of the audience raised their hands to give their input.

The first student says, "Because you are extremely confident"

And Brad says "Yes, I am extremely confident, but there are a lot of extremely confident guys who don't pull girls into random bathrooms for spontaneous sex"

A second student says "Because of the way you dress."

Brad, who dresses like a rockstar, says "It's true I dress in a sexy way... and if a woman was going to fuck a guy in ten minutes he'd probably look like me... but no, that isn't why."

A third student says "It's got to be that you know how to talk to a girl in a way that will get them horny enough to fuck you."

And Brad says, "Oh... I get them so horny they can hardly contain themselves when I talk to them... but a lot of guys can talk a good game."

The students shout out several more answers. Meanwhile Brad has been writing each answer down on the teleprompter in front of him.

Finally Brad points to the seven answers on the screen.

"Everything" Brad says. "I get ten minute lays because I am all seven of these answers. I am confident, I am dressed like a rock star, I talk good game, I have sexy body language, and I make it impossible for them to not want to fuck me in ten minutes..."

Brad presents the women he meets with "the irresistible offer."

## How to Create Comfortable Body Language

Sex is hypnotic. That's why it's used so blatantly in advertisements. How do you give your appearance that same hypnotic appeal as sex?

In the previous section, the example we used of the man waiting for his drink, made us feel uncomfortable. The man, standing awkwardly alone, brought to our minds all of our own insecurities, anxieties, and fears. None of these feelings are sexy. We may keep our gaze on the man, but we would be doing so in the same way we that we just can't turn away from a car wreck.

So what is the secret to hypnotic body language?

It is easier than you think.

The key to creating hypnotic body language is comfort.

Sean Connery is highly regarded as the actor that best portrayed the character James Bond. While it can be argued that all of the actors nailed the part... it is obvious upon watching a few scenes of Connery as Bond to notice just how comfortable he appears in the role. His body language makes you forget that you're watching an actor PLAY James Bond. He is so comfortable in the role... that you believe he is James Bond.

If you want to create a hypnotic presence as a superstar... you need to be so comfortable in the role that your audience accepts your role without reservations.

## 4 Ways to Make Your Body Language More Hypnotic

1. Be relaxed
2. Be powerful
3. Be confident
4. Slow down

We are going to show you how to demonstrate these four qualities to further illustrate how to create a compelling presence.

There are three main body positions in most social situations which you can use to convey comfort:

1. How you stand
2. How you walk/move
3. How you sit

Here is an explanation of each.

## **Be Relaxed**

The easiest way to make people comfortable around you is to be relaxed around them. Subconsciously people tend to mirror the people they are surrounded by. The more relaxed you appear to be, slowly those around you will tend find themselves falling into a relaxed state.

If you want to achieve relaxing body language you first must relax all of your muscles. This is especially true of your facial muscles. When we are nervous we tend to tense up our jaw muscle. We also tend get really tense in the shoulders, causing an almost crawled up appearance.

Along with relaxing your muscles you need to relax your mind. If your mind is nervous... it will be harder to control your physiology. The easiest and most productive way to relax your mind is through slow controlled breathing. Once you slow your breathing down, your heart rate naturally follows. What you are basically trying to do is put yourself in a sort of hypnotic state of relaxation.

The interesting thing about physiology is that once you learn how to manipulate it, you can use it to your advantage pretty regularly.

If you are nervous and tense when you go out... naturally the physiology you present will be that of a nervous and tense person. But if you learn to control your physiology, and stop the nervous, tense gestures... your brain will assume a position of relaxation.

In order to make physiology work in your favor it is necessary to recognize your nervous habits, so that you can put an end to them.

Below are some of the nervous habits that you will need to avoid... and ultimately replace with more positive empowering habits.

When people feel insecure or nervous they start to have trouble sitting still. Their insecurity eats away at them and they feel forced to constantly be moving their hands. Some people will rub their chin or neck, other people will run their hand through their hair, others will juggle the loose change in their pocket. Doing any of these things immediately screams that you are not comfortable in your present situation.

It is important to remember to keep control of your hands. Get in the habit of catching yourself whenever you find that you are performing any of the above habits. The minute that you recognize yourself using your hands to display nervousness... immediately stop and place your hands by your



side in a relaxed manner. Fight the urge to start rubbing, touching, or fiddling. At first it may be a constant battle with yourself, but after enough training you will naturally no longer perform these nervous ticks.

The beautiful thing as I mentioned earlier is that the discontinuation of performing these nervous ticks will trigger in your brain that you are no longer nervous... and your brain will command you to act in the way you naturally do when you are comfortable.

## Looking relaxed when walking

One of the most common ways a man displays nervousness while walking is to keep his hands in his pockets as he walks. This behavior communicates that you're nervous and that you feel awkward. You don't know what to do with your hands so you shove them in your pockets. Instead, let them hang naturally by your sides. Force yourself to relax and let your arms just fall. At the beginning you'll have to force this, but after some practice, you'll start to automatically relax more in social situations.

## Looking relaxed while standing

Nervous ticks such as swaying from side to side, playing with your hands or fingers, moving around too much, or playing with your drink all tell the set and everyone around you that you are not only nervous around them, but that they are higher value and thus, you are emotionally reacting to them. The emotion of nervousness often manifests itself through these nervous behaviors. Eliminate them. You'll notice a marked improvement in your interactions.

Another thing to be conscious of when you're standing in a bar or club is the "drink shield." This is when people hold their drink in front of their chest in a social environment. The subcommunication behind this body language tick is that you're nervous and uneasy. So your instinctive reaction is to cover your midsection (traditionally the most vulnerable spot on most mammals) with some sort of protection. In this case it's the drink. Instead, hold your drink down by your hip and don't cross your arms or take a protective stance. You are trying to convey abundance, security, and relaxation with your body language.

## Looking relaxed while sitting

When you sit, the objective is to take up space while appearing relaxed and comfortable. Don't overdo 'taking up space' lest you come off as try-hard.

Once seated, keep your hands away from your face and hair. There is nothing good that your fingers can do above your neck. It is best to keep your hands apart, but if you find that you are fidgeting too much then cup your right hand face down in your left hand, which is face up. Don't squeeze your hands, simply let them lay together on your lap.

While you are seated it is best to keep both feet on the floor. This helps you maintain control and good body posture. If you are constantly crossing and un-crossing your feet and legs you'll appear uncomfortable, and if you keep one foot on your knee while talking you might have a tendency to shake the free foot, creating a silly looking distraction. Feet belong on the floor.

## Being Powerful

While having a relaxed appearance will surely make others around you feel more comfortable, alone, it is not enough to create that hypnotic captivating presence. You will need to incorporate several other characteristics into your body language. One of which is power.

The reason that you want to display power and dominance is because these qualities communicate value. A low value person can be relaxed... but very few low value people will be both relaxed and powerful. A superstar knows how to balance the two.

As we spoke about above in relation to "being relaxed" you will find that the more powerful a physiology you present, you will naturally come to feel more powerful.

I learned this technique years ago while listening to an Anthony Robbins CD in which he describes "the cape walk." The "cape walk" is technique in which you imagine you have a Superman cape hanging down your back. You then go on to walk as if this long cape is flowing down your back. After experimenting with the "cape walk" for several weeks I began to naturally feel more powerful as I walked.

It is important to learn some of the ways that people give their power away as to avoid them, and make a conscious effort to recondition yourself to avoid the negative habit in the future.

People that feel a lack of power tend to offer nothing to the world. One of the hallmark traits of this behavior is head straight. It displays a lack of enthusiasm and energy towards life. These are not the kind of people other people want to interact with... as they appear to have nothing to offer. It can also give off the impression that you're uncomfortable with the way you look and are trying to hide your face. Avoid holding your face up with your hand. This displays the image that you're too bored or tired to bother holding up your head- these impressions present that of a less than powerful person.

Another way to give your power away is to lean in when talking to someone. The minute you lean in you have just handed them the power in the conversation. Many times guys do this because they believe that the other person cannot hear them. If you think that you're having trouble being heard then maybe you should work on your tonality and voice projection.

## Looking powerful when walking

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One of the most efficient ways to walk in a more powerful way is to implement the Gunslinger Walk. The Gunslinger Walk is based off of an article originally published by Sebastian Drake.

Here is the article in its entirety, as I think this article is best representation of keeping your power as you walk.

Throughout society, people often get into a situation where two people are walking directly at each other. Whenever this happens to you, one of three things happens typically:

- I. You move for the other person.
- II. You both move halfway out of the way.
- III. The other person moves for you.

People move for people that they see as higher status than them subconsciously. The most common and obvious example are beautiful women, and then high status men. The man might have status from a style of dress, large muscles, or just the way he carries himself.

When you move out of someone's way - especially a beautiful woman - you're signifying that you see her as better than you. This does not bode well for meeting her later.

Henceforth, you NEVER move for another person based on status alone. You'll move if you meet someone handicapped, elderly, or young children - and that's it. With people who are also high status, you will move a half-step out of the way, and they will move the other half step. With a solid presence, you will feel people who believe themselves lower social status than you moving out of your way as you move through the world without you even doing anything.

The Gunslinger's Walk is a highly exaggerated style of walk based on highly successful men and the caricature and archetype of an 1800's gunslinger - either the white-hat sheriff, or the black-hat bandit. Men who moved with raw electrifying presence.

Gunslinging isn't necessary, but it can be a hell of a lot of fun. It's mirrored off people who brim with the utmost confidence. Simply observing one of these people can strike wonder, awe, and inspiration into the hearts of those around them. The key elements of a Gunslinger's Walk are:

Horizonview: Staring beyond the crowd and expecting it to part.

Thrown back shoulders: The essence of good body language.

Roll in the heels: An exaggerated roll of the heels at the end of each step.

Roll in the hips: An exaggerated push from the hips with each lift of the leg.

Slow movement: Moving extremely slowly through crowds.

Knowing smile: The disarming, self-assured smile finishes the look.

## **The Horizon view**

The legendary cowboys did not look at a crowd as they moved through it: Their eyes were always looking past, staring off into the horizon and the adventures that lay beyond. In modern times, you see the most beautiful women and high status men not looking at people directly in front of them, but instead staring past them into the distance as they think about what goals they want to achieve.

Every time two people walk directly towards one another in a straight line, it becomes a negotiation. The lower value person moves from the way of the higher person. By taking a long past view at the horizon, you transcend the negotiation and the struggle, and people are more likely to move out of the way of you as you pass.

## **Thrown back Shoulders**

Rise up to your full stature. Remember to keep your shoulders back and broad at all times, with your chest out and your stomach in. Picture the cowboy - he never made himself small, or meek, or falsely humble. He moved with purpose, and with his full stature.

## **Roll in the Hips and Heels**

When your foot lands, land first with your heel, and “roll through” into the front of your foot, pushing off the ball. To aid you, you can mentally imagine a “ka-ching” sound like a cowboy’s spurs every time your foot touches the ground. Ka-ching... ka-ching... ka-ching...

Throw your hips into your walk, rolling them through so you rock ever so-slightly back and forth each time you move. This will add to your stature once again, and draw a bit more attention to yourself. It’s crucial to keep your view to the horizon if you’re rolling your hips: You look like you’re a larger than life figure that way, as opposed to just trying to court attention.

## **Slow Movement**

When gunslingin', it's crucial to move at a slow pace. When you hurry through the world, it's hard to get people to move for you. To take this to its logical extreme, if someone is stopped, everyone is forced to go around them. So move slower than people around you - it gives you a presence, makes you look powerful, and means people scurrying will tend to defer to you.

## **The Knowing Smile**

When gunslinging, remember to smile - don't try to "look hard". It's a slight, knowing, self-assured and self-confident smile, with just a dash of cockiness mixed in. A slight smile goes a long way with gunslinging to keep curiosity mixed in and soften you up slightly.

## **How to Part a Crowd**

Here's the secret behind my legendary gunslinging performances: Once two people simultaneously break out of your way at the front of a crowd, people's natural instincts are to follow the people in front of them. They assume that someone or something important is coming through, and tend to break sideways. The effect becomes more pronounced the more people who do it: So, you start gunslinging, with a view on the horizon, great body language, rolling your heels and hips, moving slowly, with a slight knowing smile. You don't look at people in front of you that are oncoming, you look at one point off into the distance where you're walking.

Then, one person moves - then two. Jackpot, there's a great chance the crowd will break and you can then "part the seas" as you move through it, which creates quite a stir, quite an impression, and quite an entrance.

## **Directing Traffic**

One last tip that'll help with gunslinging, if you choose to try it. This one's a bit more advanced and complicated, so get the fundamentals down first.

You can "direct traffic" by which hand you hold up as people are walking towards you. The key is to lift up the opposite hand of the way you want the person to go, with your palm facing towards they way you want them to go.

So, if you want someone to pass you on your left, raise your right arm from your side upwards. Your palm should be facing left. This "directs traffic", though it's tricky to get. Once you get it though, it's invaluable, especially in nightclubs.

The Gunslinger's Walk is a potential nuclear reactor in your social toolbox, so have fun and use it wisely. Don't go overboard with it, or get high on the power...

## Looking powerful when standing

If you want to have a powerful presence while standing the first rule is to take up space. In the example we used earlier about the guy in the bar, squished between two other customers as he waited for his drink, was a clear example of standing in a less than powerful way. In that example the man clearly gave up his power to the other two customers who forced him to stand there uncomfortably.

When you're standing, you want to stand with your feet shoulder-width apart or slightly wider, shoulders pulled back, standing up straight, and chest somewhat out. Your weight should generally be towards the rear of your soles (closer to the heel) so that you always appear to be leaning back. It should not be an uncomfortable stance, but one which clearly does not lend itself to laziness. Picture the way a U.S. Marine would stand when at ease. Your stance should project confidence. Your hands should drape at your sides the way they naturally fall. Do not put your hands in your pockets or cross them over your chest.

Keep your head up. If you need to look away, look up, never look down, it's a sign of weakness and also looks unattractive. You can observe this in others. **Looking down even has been proven to have a bad effect on your mental state.**

## Looking powerful while sitting

What you want to communicate is that you do not make any apologies for your existence and that you are used to always being comfortable. Useful tactics to convey this include draping your arms over the backs of chairs or over the seatbacks of booths or couches. Your upper body should ideally be leaning back without hunching over. Feet and legs can be spread moderately or crossed ankle-to-knee. Sliding forward slightly in your seat will allow you to lean back even in a vertically-backed chair. The main communication here is that you are comfortable and confident. Do not cross your arms over your chest for this reason.

## Being Confident

As I mentioned earlier...there's a bonus beyond the initial differences that changing your body language communicates to the outside world.

It also can change your inner one.

Seriously, this works. The Japanese have long held the belief that a cluttered home leads to a cluttered mind, and a clean one, a clear one. The outer world touches our inner one, and when you change the way you move, you also change the way you think.

Don't believe me? Try it. Pick a wall and stand up straight against it. Your feet, butt, shoulders, and head should all touch the wall, exerting about the same amount of pressure (no smooshing). Now walk away from the wall, but hold the pose for 5 minutes.

How do you feel? Right, like someone stuck a pole up your ass. Just what we were going for.

It's going to feel weird for awhile, because it's different and new. Keep going, though, and eventually it won't feel weird. In fact, it'll start to feel good. You'll find yourself with this new confidence that wasn't there before and doesn't seem to have much of an explanation.

Except that you are standing like you are confident. Cause and affect get blurred, and you wind up feeling a certain way just because you are acting that way.

Either way, you look better standing straight, and you project confidence to all comers. Women find you more attractive, even if they aren't self-aware enough to know why. Co-workers and those around you often might comment that you seem...different.

## Looking confident while walking

If you read and follow the Gunslinger Walk as discussed above, you will naturally be projection power and confidence as you walk.

When you walk or move, the object is to convey dominance and purpose. Your hands should swing naturally at your sides while you walk but without looking either stiff or "floppy." Practice this in the mirror if you suspect they are moving unnaturally. Walk at about 50% of your normal speed when in the venue. When you are moving towards something (a set, an exit, the bathrooms, etc), take the shortest route possible—usually a straight line. Instead of circling a set several times like a vulture, walk straight up with confidence. Similarly, when moving through the crowd, you want to project dominance. Oftentimes women notice you and the way you move or interact with people and they make judgments about you before you've even noticed them.

## Looking confident while standing

If you are slumped over, slouching, or shuffling your feet, or if your head hangs down, you give the impression of having low self esteem, lack of confidence, and even appearing depressed.

We will go into more detail regarding posture in the following chapter, but for right now it is important to know that standing erect (not "stuck up") gives the impression that the person is confident, self-assured, optimistic, alert, and healthy.

Once again, simply following the rules for looking relaxed and powerful will make you appear more confident as you stand there.

## Looking confident while sitting

The best way to appear confident while sitting is to follow the advice for both looking relaxed and powerful. A relaxed and powerful person tends to appear very confident.

In an upcoming chapter on interpersonal communication rules I will go over the correct ways to interact with others. Once you have a foundation for the laws of interaction, you will naturally become more confident in your interactions. This will radiate from you.

## Slowing down and taking deliberate actions

Watch a few James Bond films. Have you ever noticed that James Bond never looks like he doesn't know how to act?

And that he never fidgets or behaves nervously?

Everything James does is a little slower than it should be. He's just too cool.

Try learning how to turn your head slowly, how to blink slowly, how to change facial expressions slowly... and how to gesture slowly.

This makes a huge impact on how others perceive you.

This kind of body language transmits the message: "I'm so comfortable in my own skin, it hurts".

Look around slowly and smoothly, don't dart around and jolt your head around like you have been drinking espressos all day long.

## Your new body language habits to implement immediately

**Habit 1:** Make it a practice to hold eye contact with everyone that you meet. While doing the talking you should be holding eye contact for the majority of the time. If someone else is talking to you, hold eye contact about 50% of the time. If you're talking to a group of people switch eye contact up between the different members of the group... but always be holding it with someone.

**Habit 2:** Get in the habit of walking around with your head up and your neck straight. In the beginning you will need to constantly be checking yourself. Create a little game with yourself to remind yourself to pay attention to your posture. Tell your friends to point this out to you.



**Habit 3:** Keep your muscles relaxed. This is especially true of your facial muscles. When we tend to get nervous we tense up in the jaw. You need to keep your face free of this stress.

**Habit 4:** Smile often. If you don't have a naturally attractive smile than you should practice in front of a mirror. A smile displays a positive energy that is infectious.

**Habit 5:** Push your chest out a bit and pull your shoulders back. The idea is to take up some space. This is another habit you will have to check often to avoid falling back into the old habit of slouching.

**Habit 6:** You should keep your feet about as far apart as your shoulders.

**Habit 7:** Take up space when you sit. Spread yourself out a bit. Don't slouch and look sloppy, but don't be afraid to get comfortable.

**Habit 8:** Walk with confidence and power. This means your head should be high, neck up, chest puffed out a bit, shoulders back, and take big slow steps. Try never to appear to be in a hurry or flustered. Also walk with direction. This is especially true when walking through a bar... you never want to give off the vibe that you're looking for the cool place to be. You want to give off the vibe that you know where it is and already are heading there.

**Habit 9:** Avoid making sudden hyper gestures. Every gesture you make should flow naturally at the same speed as your previous gestures.

**Habit 10:** Use hand gestures when telling a story. When talking to someone avoid clutching on to your beer or putting your hands in your pocket.

The trick to pulling all these habits together is to use slow calculated gestures. If you're giving a girl a once over, do it slowly like it doesn't embarrass you that she noticed. If you're grabbing a drink off the bar take it at a speed that says "I'm in no hurry." Try learning how to turn your head slowly, how to blink slowly, how to change facial expressions slowly... and how to gesture slowly.

## Rock Star Posture

A signature of any rockstar is their posture. It is also the grace in which they move across the stage. Think Jim Morrison. Think Lenny Kravitz. Think Billy Idol. Tommy Lee.

These guys knew how to command a stage with their bodies. They had their audiences hypnotized by their movements, gestures, grace, and poise.

A man becomes more attractive when he exhibits grace and poise. It's like he is embodying the hypnotic characteristics that make romance novels so popular. He is promising chivalry, elegance, and gentleness.

If you want to see an example of a man going through this transformation, David DeAngelo commonly recommends his students to watch "Dirty Rotten Scoundrels." In the movie Michael Caine's character teaches Steve Martin's character how to be a European style gentleman.

It takes a constant and conscious effort to achieve rockstar posture. Most of us have downright horrible posture... let alone rockstar posture. The good news is that if you make yourself constantly aware of how your body appears, and are routinely making the necessary adjustments, you can have the same hypnotizing poise as Jim Morrison.

## How to improve your posture

Most people don't even know what good posture is. When you tell someone to work on their posture they automatically start walking around like they are in the Marines. Most people think that to "stand up straight" means tensing your back to heave your chest 'in and up', and pulling your head back in to your chest. This isn't the posture you should be striving for.

If you're unaware of what good posture looks like rent some James Bond movies. Or any movie starring George Clooney, Tom Cruise, or Brad Pitt. These guys are trained by professionals to be the embodiment of a movie star. Sure, you might not have the money to hire their trainer... but that doesn't mean you can't emulate their posture and poise.

The spine has two natural curves that you need to maintain called the 'double C' or 'S' curves; these are the curves found from the base of your head to your shoulders and the curve from the upper back to the base of the spine. When standing straight up, make sure that your weight is evenly distributed on your feet. You might feel like you are leaning forward, and look stupid, but you don't.

If you're serious about working on your posture you better get comfortable standing in front of a mirror. You'll need to constantly be watching yourself. If you've got a mirror nearby go to it right now and align your ears, shoulders, and hips. These points make a straight line, but the spine itself curves in a slight 'S'. It shouldn't hurt at all if you try this. If it does, you're probably forcing your back into an unnatural position.

Now follow the above steps:

1. Hold your head up straight with your chin in. Do not tilt your head forward, backward or sideways.
2. Make sure your earlobes are in line with the middle of your shoulders.
3. Stretch the top of your head toward the ceiling.
4. Keep your shoulders back, your knees straight and your back straight.

5. Tuck your stomach in. Do not tilt your pelvis forward.

6. The arches in your feet should be supported.

Good posture involves training the body to stand, walk, sit and lie in positions where the least strain is placed on supporting muscles and ligaments.

## Stretching and exercise to improve posture

You want to do exercises that strengthen the muscles across your back and shoulders. You're not looking to build muscle mass... so you don't need to do the exercises with a large amount of weight. In fact, you can even do these exercises without hand weights.

1. Align your ears over your shoulders. Raise both arms straight up, alongside your ears. Remember to keep your ears aligned! Bend forearms toward shoulders to touch your shoulder blades. Do 10 repetitions with both arms, then alternate 10 reps for each arm singularly.

2. Align ears with shoulders. Raise both arms out to sides at shoulder length. Hold for a slow count of ten. Slowly lower arms to sides, counting ten as you lower. Slowly raise arms back to shoulder height, counting to ten as you raise arms. Do ten reps, constantly checking your alignment! If ten reps are too many to start, do as many as you can. You should at least feel a slight fatigue in the shoulder muscles.

3. Be a penguin. While you wait for a web page to load, toast to pop, or the microwave to beep, place elbows at your side, and touch your shoulders with your hands. Keeping your hands on your shoulders, and your ears aligned, raise both elbows (count one, two) and lower them back to your waist (count one, two). Do as many reps as your wait allows. You'll be surprised how much exercise fits into 30 seconds.

When you first begin to improve your posture you might find that you neck or back will tend to get a little sore. This is why it is important to do some of the following stretches:

Tilt (stretch) your head in all four directions over your shoulders (forward, back, left, right), and gently massage your neck. Avoid rolling in a circle, as it may cause further strain.

On your hands and knees, curl your back upwards, like a cat, and then the opposite. Think about being able to place a bowl in the hollow of your back.

When you first make the commitment to improve your posture you should repeat these exercises several times per day. I'd probably start my day off doing them to feel fresh and add some extra energy to my morning.

If you have the time I good idea might be to take a yoga class. As you'll find in later chapters... a social superstar is looking for every excuse he can to find new ways to mingle with people and make new friends. A yoga class is a perfect example of one of these methods.

As we discussed in the previous section on body language there are 3 general times the superstar needs to be keenly aware of his posture... and constantly working on improving it. These 3 areas are sitting, standing, and walking. If you're following the body language advice laid out in the previous chapter on these three areas you'll have already noticed a significant natural improvement in your posture. But we know by now that "Rockstar Posture" is crucial for a superstar... here are some more ways you can improve in these areas.

## Sitting

1. Sit in an office chair.

Align your back with the back of the office chair. Avoid slouching or leaning forward, especially when tired from sitting in the office chair for long periods. Keep your shoulders straight.

2. Flex your arms at a 75 to 90 degree angle at the elbows. You may have to adjust the office chair.
3. Make sure your neck, back, and heels are all aligned.
4. Keep both feet flat on the floor. If there's a problem with feet reaching the floor comfortably, a footrest can be used along with the office chair.

## Standing

1. Stand with weight mostly on the balls of the feet, not with weight on the heels. Avoid locking your knees.
2. Keep feet slightly apart, about shoulder-width.
3. Let arms hang naturally down the sides of the body.
4. Tuck the chin in a little to keep the head level. Be sure the head is square on top of the neck and spine, not pushed out forward
5. Stand straight and tall, with shoulders upright.
6. Stand against a wall with shoulders and bottom touching wall. In this position, the back of the head should also touch the wall - if it does not, the head is carried too far forward (anterior head carriage).

## Walking

1. Keep the head up and eyes looking straight ahead. Avoid pushing your head forward.
2. Keep shoulders properly aligned with the rest of the body.

The most important thing to realize when working on improving your posture is that bad posture is like a bad habit. And we all know how hard habits are to break. Standing in front of a mirror for a couple days practicing won't get you lasting results. If you want lasting results you need to find a way to engrain this into your mind for a couple months. This means that for a couple months it is necessary that you are consciously aware of your posture.

It is probably most effective if you find a way to constantly be reminding yourself to be in tune with it. Tie a string on your finger, set your phone alarm to go off randomly as a reminder, or keep an index card in your pocket with the words "Rock Star Posture" on it.

## The Eyes

One of the most important and critical components of displaying powerful and confident body language is the eyes. Our eyes reveal more about us than any other part of our body. Just by glancing into someone's eyes you can often tell what is going on inside their mind.

There are six basic emotions in the human race. Each of these emotions are easily expressed through our eyes. A glance into someone's eyes can often reveal if they are experiencing happiness, surprise, disgust, fear, anger, or sadness.

The eyes are often referred to as "the windows to the soul." This statement is powerful because not only does it acknowledge the fact that we can read other people by simply looking into their eyes, but that other people can read us by looking into ours.

There is an accepted idea that most people will judge other people within the first five seconds of meeting them. If this is really the case, then doesn't it make sense to have them hypnotized by your eyes and your understanding of their wants and desires? You can do this by using your eyes to build rapport, and create a feeling of arousal in the person you are trying to attract.

When it comes to presenting confident body language, all of the experts will agree that strong eye contact indicates a powerful presence. But it is important to know how to correctly use that eye power as to not intimidate or scare away the person that you are trying to attract.

In later chapters we will go into more details about picking up women, and the various rules and insights that go along with the process. In this chapter I want to give you some various pointers in regards to the use of eye contact in regards to body language, and marketing yourself.

It is important to know that men and women have different comfort levels in regards to the amount of eye contact that they are willing to give and receive. For instance, men tend to fix their gaze on one or two particular women in a setting... not paying attention to the many other women that might be watching them. Women on the other hand, will casually scan the room, giving second glances to the men they are interested, and moving past the men they are not.

As we will discuss in later chapters, knowing that you are always being watched... it is important to use eye contact correctly and efficiently. If you make eye contact with a woman it is a good idea to give an acknowledgement to let them know you have noticed and are interested. This acknowledgement could come in the form of a smile, nod, or eye brow raise. If you don't get an acknowledgement back, then chances are you misunderstood her eye contact. This is why it is important that if she gives you an acknowledgement, you should always give one in return if you are interested.

But eye contact in regards to picking up women is something that I will discuss more later. In this chapter I want to discuss ways in which you need to continually be aware of how you can use your eyes to your advantage.

When you are talking to anyone it is generally accepted that you use the 70% rule in the United States. 70% of the time you will at the other person in the "eyes triangle." This triangle extends from the ends of the eyebrows to the tip of this person's nose. Caress your partner with your eyes as you gaze into their eyes. When you break eye contact, do not break to look at another person. Keep the focus of attention on the person you are talking to. When you intentionally break eye contact, do so by looking down, to the left, or to the right. Looking up in response to a question or while telling a story is fine, but looking up to break eye contact is often thought of as waning interest.

Here is some scientific research on eye contact as found in Kevin Hogan's book Irresistible Attraction:

- Generally speaking, the longer the eye contact between two people, the greater the intimacy that is felt inside.
- Attraction increases as mutual gazing increases.
- Others rarely interrupt two people engaged in a conversation if they have consistent eye contact.
- Pupils also enlarge when people are talking about things that bring them joy or happiness. They often contract when discussing issues that bring them sadness.
- Women are better non-verbal communicators than men. Men can improve though. One reason men aren't as good in reading body language is that men often communicate sitting or standing side by side and don't see as much non-verbal communication as women do.
- Women engage in more eye contact than men do.
- Eye contact has been shown to be a significant factor in the persuasion process.
- When women are engaged in a great degree of eye contact, they tend to be more self-disclosing about personal subjects.
- When eye contact decreases men tend to disclose more and women tend to disclose less.
- The longer your eye contact, the more self-esteem you are perceived to have.

- The more eye contact you can maintain, the higher self esteem you actually rate yourself on.

Researchers have discovered that one of the most striking differences between people who are socially confident and those who are shy, is that confident people have much more frequent eye contact with their conversational partners.

Many shy people never make eye contact at all, tending to look downward or away, instead of looking at their conversation partner's face.

Most North Americans, especially Caucasians, prefer to have a lot of eye contact when they are talking with someone. When a person doesn't make eye contact with them, North Americans tend to assume that person is hiding something. The very phrase "shifty-eyed" connotes a person whose eyes dart around the room, implying that they are untrustworthy.

When you are speaking with someone who is from a culture that prefers a lot of eye contact, be sure to keep looking at that person frequently while you are talking, even while you are wondering what to say next. You don't need to use a piercing stare, a friendly gaze will do.

If it really bothers you to look directly into another person's eyes, you can look at the person's face without focusing solely on the eyes. If you gaze generally at the eyebrow area or the bridge of the nose, this is close enough to the eye region that you will appear to be looking at the person's eyes. You may find that it eases your own discomfort if you let your vision go slightly out of focus.

Whenever you are in conversation with someone, keep the majority of your focus on the other person. If you glance around the room too much, or look too frequently at other people, your conversation partner may assume that you are bored, or that you are looking around for someone else you would rather talk with.

If you have difficulty knowing exactly how to make eye contact, you can benefit from practicing in front of a mirror, or with another person.

While some people have difficulty maintaining eye contact during conversations, others have the opposite problem. They stare too intently into other people's eyes when they are talking to them, often making their conversation partners feel very uncomfortable. It can be very unpleasant to be on the receiving end of an intense stare, particularly at close range.

In many animals, the use of staring is part of a power struggle to determine which animal is dominant over the other. In humans too, a struggle for dominance over another can often be signaled by a staring contest. Avoid intense, prolonged staring into another person's eyes, except in very rare situations.

Although some people use staring intently as a deliberate tactic to intimidate others, not all people who stare piercingly at others mean it as an act of aggression or dominance. Some people who stare very intently into the eyes of others are quite unaware of the negative impression they are creating.

If it has been your habit to stare intently into the eyes of other people without looking away, you may have been making your conversation partners very uncomfortable. You can lighten the impression you are making by smiling more often, nodding, and by gazing at the entire face as well as the eyes. In addition, you can frequently glance away for brief periods.

Although most North Americans like to have a lot of eye contact with their conversational partner, this is not true of all people. If you have grown up in a cultural group that expects eye contact, it can be a shock to find out that eye contact is not always welcomed.

There are many countries in the world where looking someone in the eye is considered to be disrespectful and an invasion of privacy. Even within North America, there are some cultural groups that prefer not to make very much eye contact.

In many cultures around the world, averting your eyes and keeping them lowered is considered the polite, desirable thing to do. In North America, people of African American and First Nations origin usually prefer to make far less eye contact than Caucasians do.

If you are dealing with someone who has different cultural practices than what you are used to, make an effort to be sensitive to the expectations of the other person if you want to have a smooth relationship.

## Key Components of Hypnotic eyes

These are some ideas that you can take with you for using your eyes as a tool for marketing yourself better. These tips are from Kevin Hogan's Irresistible Attraction.

- Start with your eyes. Are they clear or are they bloodshot? People who look at you will notice and the clearer your eyes the more attractive people will perceive you to be.
- If you wear sunglasses, get ready to take them off. They can add Mystery, but ultimately people want to see what they are getting. They want to see your eyes.
- If you wear glasses, consider contacts or surgery. People need to see your eyes.
- If you want to attract someone, look at them.
- Look at a woman from shoulders up and she will think you have depth and personality.
- Look at the person you are talking to about 70% of the time when communicating with them.
- Avoid looking at others for any length of time when you are with someone who may be special. Make the person feel like they are the only person in the room that could possibly catch your eye.



- Remember the longer they have eye contact with you the more emotional arousal they are experiencing inside.

## 5 non verbal gestures you should master using your eyes

1. **Eyebrow shrug.** Not everyone can do this, but most folks can. Raising both eyebrows can be used to show a number of different moods and expressions. An eyebrow shrug can signify that a person is surprised, or is expecting a response - it can almost be used as a dare or challenge. A quick, subtle shrug of the eyebrows (sometimes held longer) can also be used to express interest. It is often done subconsciously by both men and women - you can shrug your eyebrows at her to let her know you're interested, or make a note when she shrugs hers at you, because she's interested too.

2. **Wink** (one eye). A favorite of television rakes and seducers, the wink is nonetheless a fantastic means of communication. It's sufficiently mysterious that it gets girls wondering, and shows a strong degree of social confidence and awareness on your part. The wink is a great way to respond to a woman when she asks you a question you don't feel like answering if she's giving you a hard time...

3. **Slow, hard blink** (two eyes). This is an easy and effective way of communicating disbelief, as in, "Did you actually just say that?" Two versions: in one, you are looking away and to the right when you open your eyes. This is the version that puts more social pressure on the girl (to qualify herself or retract a remark). In the other, you are looking straight at the girl when you open your eyes - this is the more playful (still with some social pressure) version.

4. **Squint.** The squint is a way of saying that you are thinking about something, or alternatively that you doubt the truth or accuracy of something that is being said. If you look at a woman and squint, it can seem like you are sizing her up and trying to decide if you like her a lot. You will see that many men who are good with women squint while they are talking to them. It helps to place them in the position of being the slightly skeptical selector.

5. **Ultra-skeptical look.** This is when you look at a woman like she just said the most retarded thing you've ever heard. Basically, you pull your lips into a half-smile (with one side of your mouth), while kind-of laughing/huffing in a "I can't believe she said that" way, and simultaneously shrugging your eyebrows. You hold this look and stare at her until she gives into the social pressure.

## Intrapersonal Communication Rules

One of the hallmarks of a superstar is the way in which he interacts with other people. When most people think of good conversationalists they automatically think the ability to talk well. As we will discuss in future chapters... the ability to talk well is one of the most important characteristics of a superstar. But in there is more to an interaction than just words.

Think James Bond. Think Don Draper. These guys don't always say a lot but they have the amazing ability to communicate more in glances and movements than most guys do in entire

## Confidential Social Intelligence Manuscript

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sentences. In the previous three sections we discussed how critical body language, posture, and your eyes are in creating a seductive hypnotic presence. These are the elements that make up an interaction. But even the interaction itself plays apart in how you come looking out of it.

What I mean by this is that there are certain rules that you can follow that will always present you in the best possible light, as the most socially conscious in the room.

For instance, the simple act of selecting where you sit can display dominant alpha characteristics that will also facilitate the communication process.

Here are some basic rules about choosing your seat in different circumstances.

If you are meeting a client or friend and you know that they are right handed sit to his right. If he is left handed sit to his left.

If you are attempting to persuade another man you should be sitting across from each other.

If you are attempting to communicate well with a female in business or a social setting, you should be seated across from her at a smaller more intimate table.

Whether seated or standing you should stay out of the other person's intimate space. Intimate space is normally defined as an 18 inch bubble around the entire body of the other person. Entering this space is done so at your own risk. This doesn't mean you can't lean in to share a secret with him or her, it just means that when you do enter this space you are doing so strategically and with specific intention.

Similarly, if you leave the "casual personal" space of the other person, which is 19 inches to 4 feet, you also stand the risk of losing the focus of the client.

When you are communicating with another person you need to be consciously aware of your facial expressions and hand gestures. These are the first thing someone notices about you during conversation. And these are "features" that are within your control.

A pleasant, relaxed countenance that responds to conversation with a natural smile looks of alertness and interest, sparkling eyes, and an attentively tilted head are all looks that gain universal approval. A smile not always changes the way people respond to you, but it positively changes your internal chemistry.

Do you find that people often ask you what's wrong? Even when you're completely content? If so it means that you need to seriously work on your facial expressions.

There are two solid ways to work on facial expressions. The first is to stand in front of a mirror and try out different expressions. When you find the ones that look best, practice them. Keep

performing them over and over again until it feels natural for your face to contort to those specific expressions.

The second way to practice facial expressions is with the aid of a video camera. This is the ideal way because by videotaping yourself in a social situation you get to see how your face naturally contorts while in conversations. This is more "real" than looking in a mirror as you will have the opportunity to see all of your habits in action.

Once you've identified the habits that you want to change, then you must find new expressions to replace them with. It is at this point that the use of a mirror will come in handy. Now you have specific goals that you want to achieve in regards to your facial expressions. Work on it, and then once again have someone record you in a social situation. You can continue this process several times until you get rid of all of your nervous ticks, unfavorable expressions, and perfect your smile.

The use of a video camera can also really help you identify the body language, posture, and eye contact habits that you may want to work on. It is incredible how much we don't know about ourselves until we carefully study ourselves on film.

Trust me, this will be an uncomfortable exercise for most of us. We will notice things that will probably make us feel embarrassed or ashamed. But it is imperative that you face this, and overcome it. This is exactly the kind of training movie stars, models, and musicians go through with their stylists and publicist. You need to be your own publicist.

## Using your hands

Some people talk with their hands. There is a lot that can be communicated with the hands. This is why you must be conscious of what your hands are saying.

People from across the room can observe you and learn a lot about you by the way you use your hands in conversation.

For instance, the guy who uses flailing, darting, jerking or broad movements pushes people away by defining large space around off limits.

Likewise, nervous gestures such as tapping your fingers on a table and picking at your face or nails can make you look insecure.

It is much more graceful and relaxing to cup your hands together. Hand gestures generally take place in a square area defined up and down by the waist to the neck, and from side to side by the width of your shoulders.

## Chapter 4: Building Your Social Resume

### Your Objective:

The objective of building your social resume is to create massive social proof for yourself- and then put that social proof on auto-pilot. Building an online social resume allows you influence many more people with much less effort.

### Your Plan:

In The Four Hour Work Week Tim Ferriss points out that in today's world the definition of an expert is largely created through the affiliations he or she belongs to, the testimonials they have, and the appearances they've made.

This means that in order to coin yourself an expert in say, the real estate world, you would need to belong to several trade organizations, have a bunch of happy customers , and have performed some speaking engagements or received some media coverage relating to the subject.

With this definition... in all likelihood, anyone can become an "expert" on any subject in a short period of time.

I believe that you should view your social life in the same way.

### **Building Your Social Resume**

If you use the above formula for "becoming an expert" and apply it to "becoming a social superstar" you will quickly see your social status sky rocket!

We human beings don't have the time or energy to really dig deeply to find out the truth about someone... so we look for the clues that will make these judgments easy for us.

We want to be able to quickly classify a person into a certain group, so that we know how to approach and deal with them.

It is known that girls use this tactic all of the time in bars and clubs to make their judgments on guys. This is why it is taught in the community that you need to create social proof through being the most social guy in the place and then using routines and stories in your conversations that further exemplify your high social status.

While I completely agree with this theory... I believe that you should take it a step further and position yourself as a Rockstar.

How do you do this?

You do this the same way a so-called expert builds his resume. You affiliate with other rockstars, you get testimonials, and you make appearances at the right venues.

A couple months ago Mike Stoute, Pete the Freshman, and I added to our social resume when we attended the party at Playboy Mansion.

Sure I had a vague curiosity to party at the Mansion... but I knew it wouldn't be nearly as fun as some of my rendezvous in Brazil, or even this past Mansformation Weekend.

Then why did I trek across the country to go there? Simple. I was further solidifying my position as a Rockstar.

The value in the trip to the Mansion wasn't the girls we were going to hit on there. The value came from the pictures we took, and the stories we are now able to continually tell about the experience.

Immediately after attending the event, Mike, Pete, and I plastered our Facebook pages with the pictures, twittered the news, and wrote detailed accounts of the experience that we emailed all of our friends.

The results were immediate.

Within hours of changing our Facebook status to "Partying at the Playboy Mansion" we each had girls we hadn't spoken to in years leaving us comments and emails with questions like "How did you guys get in the party?" "I heard that it was a private party, who do you know?" and so on.

Last week when we attended a reunion at our former college, the news of our adventure in the Mansion had already spread like wildfire... and we're continually pressed and praised about it.

Do you think that created some instant social proof? We never even had to bring it up in a conversation, as someone would inevitably ask us about it.

It is a simple theory really. If you want to be viewed as a Social Rockstar... become one!

## **Elements of the resume**

The number one tool that you have in creating your social resume is your Facebook and Myspace accounts. If you don't have an account...GET ONE!

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You have to view these accounts as your publicity machine. These two accounts (I prefer Facebook) will be constantly marketing your unique selling points.

You have to view your Facebook friends as a master marketer views his list. To a marketer, a list is what creates sales... a list is what spreads word of mouth, and a list is what connects a marketer to his customers. Facebook is your list.

I could write an entire post about the specifics of creating your Facebook or Myspace profile, but you're better off learning from an expert. This is an area you do not want to slack off in. If you're on Facebook simply send me a friend request:

<http://www.facebook.com/profile.php?id=515434783>

When I receive your friend request- mention this manuscript and I will send you a link to an hour long podcast I did with Race de Preist on effectively using Facebook to meet women.

Once you have a platform for showcasing your "proof" you need to start acquiring it. Remember, proof comes from your associations, your testimonials, and your appearances.

Associations: The people you are perceived to hang out with.

Testimonials: What other people are saying about you.

Appearances: The places you are perceived to be spending your time.

You probably noticed that I used the word perceived in the above definitions. This is because it is more important to create the image of... then to be consistently living it.

For example, my pictures from the Mansion create the image of a guy who is invited to high profile- hard to get into parties. If you couple these pictures with another group of pictures from one other exclusive event... you'll be perceived as the kind of guy who regularly attends these sorts of events.

The testimonials are easy to get... if you're living the life, people will naturally be talking about you and leaving comments on your page. If you're new to it Race and Kelly give a couple fantastic tips for getting hot girls to leave comments on your page.

## **Remember:**

Befriend me on Facebook and I will send you an hour long podcast that goes much more into detail on the subject of using Facebook for meeting women and building your social scene.

<http://www.facebook.com/profile.php?id=515434783>

## Chapter 5: The Attitude (liking + scarcity)

### **Your Objective:**

The objective of your attitude is to establish both liking and scarcity.

The attitude you present to the world should establish you as a likeable person. The attitude and values you possess on the inside will directly relate to the way you are perceived on the outside. Building up your inner game will be make you the kind of person people like to be around.

Your attitude should sub consciously tell the people within your scene that you are a scarce commodity. It should convey that you are so focused on your own goals, passions, and commitments that your time is extremely limited. Your attitude should convey the fact that you "are going places" and probably won't be around this scene forever. It is important to remember that other people must be lead to believe this on their own- you must never verbally tell them or act in a way that you feel you are superior to them and will leave them behind.

### **Your Plan:**

#### **Decide exactly what kind of guy you want to be**

If you really intend on changing your identity and thriving in a social world, you must first be fully aware of how you intend on looking, acting, feeling, thinking, and being. This must all be completely fleshed out, not only in your mind, but down on paper as well.

You need to have a clear vision of your end result if you intend on getting there. Once you create a well-thought out- description of the person you intend on becoming... you need to keep this vision in your mind as often as possible.

You must ask yourself the critical questions:

What would my "new self" think in this situation? What would he say? How would he act? And at all times you need live and breathe that identity.

Many books will tell you to merely think it enough... and you're subconscious will magically turn you into him. It is your job to not only be concentrating your mind on being this person..., but actively acting in the way you'd imagine this person to act.

## **Focus on your past successes instead of failures**

In the quest to reinvent your identity you'll need to leave behind the failures, doubts, and second guessing. But in order to maintain the qualities that uniquely make you... you, you'll need to take with you your previous successes and accomplishments.

Were you the spelling bee champion in the 2<sup>nd</sup> grade? Did you hit the winning home run in a little league game? Score a hot chick? Tell a funny joke?

These are going to form your new identity. You need to collect as many of these memories and write them down as vividly and descriptively as possible. All of the negative memories we are going to leave behind. You've already learned everything you need to learn from them. There is no use re-living them. The positive memories create the foundation of your confidence.

As much as people say "repeat I'm confident over and over" that will not work unless you have some cold hard facts to back it up. By creating this list, you in essence backing up your claim that you are confident and allowing yourself to act that way without feeling like a fraud.

This will be a never ending habit. Every accomplishment you achieve, no matter how big or small, will be added to this list. You'll notice that as the list grows, so will your confidences.

As for your mistakes and failures... as they come along, ask yourself "what did I learn" and write down your answer in as a positive statement. Then forget the failure and move on. If you quit something before finishing it... instead of saying "I'm a failure" simply say, "I learned that success comes from perseverance" And then add that to the quality of the kind of guy you want to be if it isn't already listed. And in the future, when asking yourself how "the new you" would act... you can factor in the quality of perseverance.

## **Anchor vibrant energetic states**

Personally I find most aspects of NLP unhelpful and annoying... but I have found a great use for the idea of anchoring vibrant energetic states.

I came across this idea by accident. My Ipod only had a few songs on it at the time, and I used to listen to the same songs over and over while I ran on the treadmill at the gym. Because certain songs tended to pump me up, I played them more often during the point of the work out where my adrenaline was peaked. Without knowing it, I was unconsciously anchoring these songs to a feeling of an adrenaline rush.



I later found that if I listened to these songs, while standing or moving around, I tended to bring back that exercise high I used to only experience at the gym.

There are people who claim to be able to anchor specific feelings to a certain touch, but I haven't been able to do that... so I wouldn't want to give you advice that I cannot personally verify as being true. If you are interested in learning more about anchoring check out a book on the subject.

## **Build on little successes**

In the beginning of your identity make over, the core attribute your looking to build upon is your sense of self worth and confidence. This is the foundation for everything. We've already talked about focusing on past success, and creating a success journal... but you also need take advantage of the momentum that each success brings.

For some strange reason the universe loves the concept of momentum... and slumps. Whenever you have a success, your confidence is increased, making it that much easier to have another success. During that period of raised confidence it is important to attempt to achieve another form of success.

You should continually be building on every success you have. If you have a good conversation with a girl at bar, before leaving the bar instigate a few more conversations. Never be content with just one success. You need to keep the success momentum going.

## **Experience Peak Health**

If self confidence and esteem really come from the inside out, then it would go without saying that the one of the most important aspects of self confidence is peak physical health.

The more vibrant and energetic we feel inside, the more likely we are to radiate these traits outward. It is extremely hard to get into state when you're tired, run down, have a headache, stomach ache, runny nose, cough, or soreness.

This is why it is important to treat your body like a temple. There is a saying "you are what you eat." This saying has a lot of truth to it. If you are consistently filling up on McDonalds, pizza, taco bell, and Chinese food... your body will respond accordingly. You'll often feel bloated, tired, greasy, gassy, and unmotivated.

Think about the last time you finished off a Big Mac or a big dish of General Tso's... did you feel like you could conquer the world? Did you feel attractive?

Many people don't realize that a big source of their depression stems from their lack of physical health. If your body is run down from eating badly and not exercising, your mind will often follow right behind it.

The two keys to peak health:

1. Exercise
2. Eating healthy

Exercise is critical. You will find that once you get into a consistent exercise habit your confidence will begin to sky rocket. The trick to starting an exercise and healthful eating habit is to make it a must. This means there are no excuses, every day you find time to get to the gym. If its snowing out.. you still go. If you're hung over... you still go. If you're on vacation... you still go. The more discipline you prove you have to yourself, the easier it will become. If you find yourself consistently making excuses as to why you missed a workout.. you will begin to accept this behavior from yourself.

Also, exercise provides you with an opportunity to anchor vibrant states to yourself as we spoke of earlier.

Eating healthy, like exercise has to be a must. You must force yourself to change your diet permanently. Don't look at it like you're on a diet. Look at is simply as the way you eat.

Instead of having a Taylor ham and cheese bagel and coffee for breakfast, get in the habit of eating oatmeal and Green tea. Once you break your old pattern you will find that the oatmeal fills you up just as much as the bagel and the Green Tea energizes you more than the coffee.

Even without the long term health benefits of changing your diet and exercise you will feel an immediate benefit in the amount of energy you possess, your level of motivation, the clarity of your mind, and your increased pride in yourself discipline. These benefits carry over into all areas of your life.

## **Stay Well Groomed, Well Dressed**

I discovered this principle when I was working as a paint contractor. Because my job entailed me to where old painter's clothes and often find myself covered in paint... I would often decide that it wasn't worth shaving, doing my hair, or keeping up my appearance the day's I was working.

I soon discovered that I was often depressed and felt very discouraged with myself. I would look in the mirror and see a scruffy, unkempt guy, in dirty clothes, and would feel like that was all I was.

What I noticed though was that a couple of my Spanish employees would come to work every day looking sharp, in nice clothes. Then once they got to work, they would change into their work clothes. Later in the day when it was time to leave, they would wash up, and change back into their nice clothes before heading home. At first I never understood why they bothered.

But then I came to understand that this was how they kept their dignity. This is how they separated themselves from their job.

I used to have the mentality that if I'm not going to see anyone, what is the point of shaving, fixing my hair nice, trimming my nose hairs, plucking my eyebrows, tanning, or wearing nice clothes. But this was a horrible mentality to have. Because the one and only person you really need to impress is yourself. You need to look in the mirror and be proud of how you come across. This will keep you motivated and inspired.

In the chapter on making yourself more attractive I gave many hints on how you can increase your physical attractiveness.

What I want you to get out of this section is that it is always important to look and feel your best, even when no one is watching.

### **Say yes to yourself**

As children we so often hear the word "no" or "you can't" that we grow up inflicted ourselves with these words.

When we want to buy something we want a voice appears in our head saying "no you can't afford that" or "shouldn't you buy something more useful?" When we want to talk to a girl or apply for a job a voice in our head says "don't."

We are unconsciously embedding the word no into our minds. Whatever it is that we want we are often the first person to talk ourselves out of it. We tell ourselves all of the same excuses that our parents told us, or our teachers or relatives told us.

"You're too young" "You only wind up breaking it" "You'll hurt yourself" "You'll lose it" "You have to be fair" "You can't afford it." "You can get it next year"

How can you ever get what you really want if you are your own biggest obstacle in achieving it?

The step to reversing this is to practice saying yes to yourself. Apply for a job that you have no qualifications for. Order whatever it is you want on the menu regardless of price. Get in the habit of allowing yourself to have the things you want. This will set precedence. It will reshape the way you live your life. If you didn't have yourself in your ear telling you "no" how many more girls would you have approached? How many more classes would you have taken? Jobs applied for? Friends made? Even if you only achieved a fraction of the extra dreams you went for, how much would this have improved your life?

It only takes one great employer to give you a chance despite your shoddy resume, or one beautiful woman to fall in love with you, or one professor to see your hidden brilliance in a subject.. and bam your life is changed.

## **Eliminate Your Crutch/Burn Your Ships**

To fully develop unstoppable inner game and the winning attitude it is necessary to burn our ships and get rid of our crutches.

This means that quitting a dead end part time job and focusing 100% on your dream. It means cutting off your "booty call" and finding a girl that inspires you. It means going for broke.

It also means eliminating your crutches....

For some guys their crutch is video games, some guys its porn, for some guys it fantasy football. Crutches are things that we use to avoid reality. They are the place that we crawl back to avoid facing defeat in other areas.

While there is nothing wrong with having a hobby... the problem arises when you hide yourself in your hobby. Do you really enjoy playing World of Warcraft 7 hours a day... or is it easier than admitting to yourself that you're scared to talk to girls, or apply yourself.

The hardest thing I ever had to do a few years back was quit the restaurant I was working in. The job provided me with a solid wad of cash every week, close friends, and unlimited females to interact with and date. Yet, I knew deep inside that if I kept working there I would stay comfortable and never achieve my goals of running a successful business or publishing a book.

Quitting the job not only meant burning my ships (as the job provided me with money, friends, and dates) but it also meant eliminating my crutch. At the time, whenever I experienced a set back at the real estate agency I working out, or got frustrated with the screenplay I was writing, I would head over to the restaurant and drink with my buddies. All was always good there.

You have to find out what your ships and crutches are.. and then burn them.

## **Push yourself past your comfort zone daily**

Look at yourself like a rubber band. The objective is to stretch yourself into the largest and greatest rubber band of all time. How do you achieve this?

This push yourself one step further every day. It doesn't matter what your comfort zone is any area, it is just important that you push yourself past it daily.

Not only does this help you grow as a person, but it makes your life exciting. You'll begin to look forward to each day as you'll find yourself continually surprising yourself. Life will no longer seem repetitive. You won't feel trapped. Things won't get boring.

It is important that you push yourself past at least one comfort zone daily. If you are trying to conquer shyness, make an effort to initiate one more conversation every day. If you don't have the opportunity to initiate an extra conversation, then say something unexpected in one of the conversations you are involved in. Say something that surprises you.

If you're going to the gym, crank out an extra rep or two, run an extra minute, add a bit more resistance. If you're working on a project, think outside the box. Try something zany even if it doesn't work this time it will train your mind to look for new ways of doing things.

### **Embrace Your Passions**

I will go more into detail about embracing your passions in the section on being an interesting person. But in this section I just want to remind you that the more inspired you are on the inside, the more it shows on the outside. When you find something that drives you... go with it. Let it drive you. Let it power you. Having a solid, energizing reason to get out of bed every morning does amazing things for your self esteem.

How do you find your passion? Think to yourself "what would I be doing if I suddenly won \$150 million in the lottery. Don't jump at the first thought that comes into your mind. Really dwell on it. Really get inside your mind, imagine you have this money, this freedom, and then envision yourself in different scenarios. What sparks you?

Most people think if they won that kind of money that they would want to retire on a beach somewhere... but often when they really think of it, they'll decide something completely different. Maybe they decide they want to write children's books, or open a bar where they know everyone, or volunteer for worthy causes, or travel the world, or paint, or write music, or train for the Olympics.

The trick is to find whatever you would do if time and money were not an object and do it now. Sure, you might not be able to do it in the same capacity now, but plant the seed of passion in your mind. If you would write children's books... start writing one now. Spend an hour every night writing. You might find that hour becomes your most cherished of the day. If you want to travel the world... pick one place right now and set a goal to visit it. Once you visit that place, set a goal to visit another place.

You'll often find that achieving life goals and dreams doesn't cost nearly as much as you think. In Tim Ferriss's book *The Four Hour Work Week* he gives an exercise called *Dreamlining* which allows you to see approximately how much money you will need to make to finance your dreams. In a later chapter I have reproduced that exercise for you.

## Only Seek Approval from Yourself

Many people misinterpret the advice to "not care what people think" to be advice recommending living a slovenly, withdrawn, unproductive life. This is not the case. You are the only judge of what is important for you. If you don't live up to your own standards, then you're letting yourself down.

You can't please everyone. And the more you try to please everyone, the more you wind up pleasing no one. The first and foremost person you need to please is yourself.

This is not advice to be selfish. It is simply advice to live life on your terms and not let the whims of the masses affect your ability to make decisions.

## Chapter 5: Be Captivating (liking + scarcity + authority)

### Your Objective:

In order to be interesting, captivating or cool- you must convey three weapons of influence. These weapons are liking, scarcity, and authority.

If you want to be captivating- the kind of person that people want to be around, above all you must be likeable. You must get other people to like you. If they don't like you, your influence over them will run thin... and you will also not enjoy yourself around them nearly as much.

The second weapon of influence you must use is that of scarcity. People get bored and uninterested in what is always around. They are most fascinated and attached to what they can't have.

The final ingredient to being captivating is possessing a sense of authority. People are like sheep. They want to be lead. They want to be told what to do. And most importantly they want someone to look up to.

### Your Plan:

I was originally going to call this chapter- Be Cool- but decided that cool is subjective and people might not understand it as a standalone definition.

What makes someone cool?

Well everything we talked about in the previous chapter "Look the Part" definitely plays a huge part in appearing cool. But looking cool doesn't make you cool.

Looking cool is a good way to get people to take notice, which ultimately you must use to demonstrate that you are cool.

And how do you demonstrate that you are cool?

Be interesting!

Wallflowers are rarely cool. Why? Because as pretty as they can be... they're usually like talking to a wall. There just doesn't seem to be anything deeper than the pretty exterior.

If you want to be a Social Superstar it is crucial that you become the most interesting person in the room. Some people will take this the wrong way and think they have to load up on useless facts and knowledge... ala Mystery's "Did you know fish cough?" routine. While devouring interesting facts and storing them away for appropriate times can make you sound interesting and does play a small part in a Social Superstar repertoire...it is more important that you be interesting.

So how do you "be interesting" you ask?

Here are some traits of interesting people that we will explore further:

*Interesting hobbies*

*Interesting profession*

*Contradictory character traits*

*The dirty little secret*

*Fearless*

*Says less than necessary*

*No where you're going*

*Never appear to perfect*

## **Have interesting hobbies**

Out of all of the traits, this is the easiest to immediately implement. What we choose to make our hobbies is our choice. We can choose anything.

Some people choose playing Halo 3, World of Warcraft, fantasy football, collecting comic books, or golf as a hobby.

While they all can be fun and rewarding... how interesting do these hobbies make you appear to other people?

What if your hobbies included: Playing in a cover band, snowboarding, rock climbing, hacking into highly secured computer networks, world travel, tango dancing, volunteer relief aid work, surfing, or race car driving?



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Do you think other people would take a tad bit more interest in you?

Your immediate reaction might be to say that simply faking an interest in a hobby is enough. It's not. Merely going through the motions of rock climbing, or struggling to surf, or flying around the world is not enough. You need to develop passion for these things. You need to develop a passion for them that radiates from within your core being.

You may ask what is more interesting about surfing than golf.

This is where the value of this lesson comes in. The hobby itself is not what makes you interesting. It is your choice to pursue that hobby which makes you interesting. There is nothing fundamentally fascinating about rock climbing. It is actually pretty boring to watch. But there is something unique and interesting about the type of guy who chooses to spend his free time rock climbing while his friends are sitting in front of a computer playing video games.

Are you starting to get the idea?

What you choose to make your hobby tells other people a lot about your personality. A guy who chooses to learn and compete in tango dancing competitions is an oddity. This is a guy who goes against the grain. This is a guy who marches to the beat of a different drummer. And most people are compelled to know why?

How many people are genuinely curious as to why you spend your free time shuffling around your fantasy football roster? Not many I would assume.

How many girls admire your dedication to World of Warcraft?

How many of those same girls would admire your dedication to volunteering to perform relief work after various catastrophes?

What you choose to do with your free time says more about you than anything that comes out of your mouth. Your hobbies give other people the ability to make a snapshot judgment of your personality traits.

What would personality traits would most people attach to someone whose hobby was following major league sports or playing video games or golf?

Now, what personality traits do you associate with someone who spends their free time surfing, playing in a cover band, or traveling the world?

Maybe words like:

Adventurous

Passionate

Free spirited

Thrill seeking

Interesting people are often associated with these sorts of words. Take some time for a moment and think about the kind of words people would use to describe you.

Find new exciting interesting hobbies is not as hard as it may seem. My first recommendation is to choose a few things that you have a genuine interest in. In the late Randy Pausch's Last Lecture he talks about rediscovering your childhood dreams as a way to bringing fulfillment to your life. What were some of your childhood dreams you gave up on?

Did you want to be an archeologist like Indiana Jones, a space explorer, cave dweller, computer hacker, rock star? Who says you can't be?

In our times it is possible to make a hobby out of any possible thing you may have an interest in. And even better, you're likely to find a group of people that have made a hobby out of the same exact thing to share experiences with.

The best way to find out the potential of turning one of your childhood dreams into a current hobby is to begin by searching around the internet. You can run a general Google search and see what comes up, you can run a Yahoo Groups or Google Groups search and see if there is already a group of people discussing it, you can search meetup.com for groups in your area, or you can visit specialized travel sites to see what kind of adventure travel they offer.

The wonderful thing about entering one of these groups is that it presents you with an opportunity to meet new and exciting people that you normally would not have come in contact with. These new acquaintances might open your eyes to entirely new horizons. It is amazing what you find when you begin to step outside of your comfort zone.

Most people are confined to the day to day activities that make up their comfort zone. This is what makes these "interesting" people so extraordinary. It is their drive, determination, and ability to live life outside the comfort zone that is so fascinating to us. They are a rare commodity in a world where most people act like mindless sheep following along with the herd.

Are you a sheep?

There are more benefits to exploring a new and exciting hobby other than being perceived as interesting. If you pick a hobby that continually challenges you and forces you to continually dig deep inside to persist... you will grow as a person. Some people call this "developing character." Others will call it "maturity." No matter what name you give it the results are the same. You will be

looked as sort of an authoritative figure. You will seem to possess a wisdom normally reserved for wise old men.

The sad truth is that most people don't even finish a book that they start- let alone persist long enough to make it to the finals of a surf competition in Hawaii. Most people quit a fitness routine a few weeks after beginning- let alone climb to the top of Mount Everest. And most people don't travel out of their state – let alone backpack across South East Asia. There is a certain amount of unsaid respect and admiration for the man or woman who does these things.

## **Dreamlining**

In Tim Ferriss's brilliant book "The Four Hour Work Week" he gives a phenomenal exercise that will not only help you develop your passion, but it will also help you understand the means it will take to achieve your dreams.

I am going to take the next section directly from Tim Ferriss's book and urge you follow this advice and create your dreamlines.

### **What would you do if there was no way you could fail? If you were 10 times smarter than the rest of the world**

Create two timelines- 6 months and 12 months- and list up to five things you dream of having (including, but not limited to, material wants: house, car, clothing, etc.), being (be a great cook, be fluent in Chinese, etc.), and doing (visiting Thailand, tracing your roots overseas, racing ostriches, etc.) in that order. If you have difficulty identifying what you want in some categories, as most will, consider what you hate or fear in each and write down the opposite. Do not limit yourself, and do not concern yourself with how these things will be accomplished. For now, its unimportant. This is an exercise in reversing repression.

Be sure not to judge or fool yourself. If you really want a Ferrari, don't put down solving world hunger out of guilt. For some, the dream will be fame, for others fortune or prestige. All people have their vices and insecurities. If something will improve your feeling of self worth, put it down.

## **Drawing a blank?**

For all their bitching about what's holding them back, most people have a lot of trouble coming up with the defined dreams they're being held from. This is particularly true with the "doing" category. In that case, consider these questions:

- a) What would you do, day to day, if you had \$100 million in the bank?
- b) What would make you excited to wake up in the morning to another day?

Don't rush- think about it for a few minutes. If still blocked, fill in the five "doing" spots with the following:

- One place to visit
- One thing to do before you die (memory of a lifetime)
- One thing to do daily
- One thing to do weekly
- One thing you've always wanted to learn

## **What does "being" entail doing?**

Convert each "being" into a "doing" to make it actionable. Identify an action that would characterize this state of being or task that would mean you have achieved it. People find it easier to brainstorm "being" first, but this column is just a temporary spot for "doing" actions. Here are a few examples:

Great cook = make Christmas dinner without help

Fluent in Chinese = have a five minute conversation with a Chinese co-worker

## **What are the four dreams that would change it all?**

Using the six month timeline, star or otherwise highlight the four most exciting and/or important dreams from all the columns. Repeat the process with the 12 month timeline if desired.

## **Determine three steps for each of the four dreams in just the six month timeline and take the first steps now.**

I'm not a believer in long-term planning and far-off goals. In fact, I generally set 3-month and six month dreamlines. The variable change too much and in-the future distance becomes an excuse for postponing action. The objective of this exercise isn't, therefore, to outline every step from start to finish, but to define the end goal, the required vehicle to achieve them and build momentum with critical first steps.

First, let's focus on those critical first steps. Define three steps for each dream that will get you closer to its actualization. Set actions-simple, well-defined actions-for now, tomorrow and the day after.

Once you have three steps for each of the four goals, complete the three actions in the "now" column. Do it now. Each should be simple enough to do in five minutes or less. If not ratchet it down.

This is a good introduction to dreamlining and illustrates how it can create the needed momentum to set you on the right direction towards achieving your life goals, and living like a superstar.

For the continuation of this exercise pick up a copy of "The Four Hour Work Week" or visit [fourhourworkweek.com](http://fourhourworkweek.com)

## Have an Interesting Profession

This one is a lot more difficult to control than finding an interesting hobby. The truth is we all have to earn a living. And very few jobs are glamorous.

If you fall into the unglamorous and mundane... do not be defined by your work. Far too many people let their jobs define who they are as a person. This happens after years of naming your current profession when asked "what do you do?"

If you say "I'm a painter," or "I'm a real estate agent," or "I'm tech support," or name any other job too many times you begin to identify yourself with your job. Identifying yourself with your job is fine if you're a rock star, actor, CEO of a fortune 500 company, CIA agent, or astronaut. But for the rest of us, we are cutting ourselves short. You are much more than your occupation.

I would never recommend choosing a profession simply because it sounds glamorous. But why not choose a profession that genuinely interests you? Chances are if it genuinely interests you... it probably is interesting to other people as well.

I could spend fifty pages trying to talk you into following your dream profession and why it is completely possible that you attain it... but that is beyond the scope of this book. I simply want to point out the fact that if you're in a boring, mundane, death trap of job... you have options. Do not kid yourself into believing that you don't.

I would recommend at the very least finding a job that you're passionate about. Even if the job sounds like the most boring job on the planet, if you are truly passionate about it, that will shine through. Passion is not only contagious, but it is a vehicle for putting your charisma and enthusiasm on display. So while the job itself might not be glamorous... you will appear glamorous performing it.

If you're starting from scratch and are curious about some examples of interesting jobs, I've made a short list of examples below:

- FBI Agent
- Firefighter
- Archeologist
- Any job in film, music, or television
- Airline pilot
- Reporter (for legitimate magazine or newspaper)
- Public Speaker

These are just few of the better paying jobs. There are countless examples of interesting lower paying jobs out there like tour guide, skydiving instructor, street artist... and so on.

I would concentrate more on finding a job that you're passionate about rather than choosing a job strictly for conversation pieces. I would spend more energy on finding interesting hobbies. Hobbies tell more about you anyway... because they are what you choose to do on your free time.

## Interesting Skills

A social superstar has the keen ability to keep everyone in the room focused on him. In the pickup/seduction community there is a lot of talk about demonstrating higher value. If you've follow the advice laid out above in regards to discovering your passions and creating habits around them, you will most likely already be developing some interesting traits and skills that are all your own.

For some guys it takes awhile to fully integrate themselves into a new hobby or passion to the point that they feel it will benefit them in social gatherings. For these guys, I suggest taking the advice of some of the most popular dating coaches and gurus and learn some routines that you can bust out at parties, bars, and gathering that will make you stand out from the crowd.

In my college days I had two good friends Daryl and Kevin who mastered one simple card trick that had audiences captivated every time they performed it. It was a trick that they worked together on, and never revealed the secret of how they accomplished it until years later. I am going to list this trick along with several other types of skills and routines you can learn to captivate an audience.

### The Sniffing Card Trick

This trick requires a silent partner. My two friends Daryl and Kevin pulled this off for years in college without anyone ever catching onto it. Basically Daryl would pull out a deck of cards and shuffle them around for a bit. He would then lay out 7 cards on a table or floor. He would then invite someone to take part in the trick. Daryl would tell the person to pick out one of the cards, show it to everyone in the room and then put it back in the row of 7 cards. Daryl would leave the room while the person chose the card. When Daryl came back to the room he would begin sniffing each card. He would sell the trick well by really smelling the cards and acting as if he was looking for a clue on the card. While everyone's attention was on Daryl, Kevin would subtly scratch his nose when Daryl sniffed the right card. Daryl would notice Kevin scratching his nose, realize that was the card, continue his performance for a bit, and eventually choose the right card. I saw Daryl perform the trick countless times and no one ever figured it out.

### Other Magic Tricks

I have never been big on magic tricks, but with the popularity behind them do to legendary pick up artist Mystery, there must be a place for them in this book.

As with all of the different skills I will list, it is important to pick skills that are congruent with your personality. Magic tricks worked for Mystery because he was genuinely passionate about magic. I'm not saying that you have to have a desire to be a magician to perform magic tricks, but you must have some real interest in the subject matter.

If you believe that magic tricks are something that you would like to add to your repertoire of skills you can find some videos of a few good ones on our companion site, [www.tsbmag.com](http://www.tsbmag.com)

<http://www.tsbmag.com/2006/10/31/demonstrate-higher-value-with-torn-card-trick/>

<http://www.tsbmag.com/2006/10/29/demonstrate-higher-value-with-levitation-trick/>

You can also view more magic trick videos by going to Youtube and searching "magic tricks." If you are serious about learning magic and want to try your skills with some more professional tricks you can go to [www.penguinmagic.com](http://www.penguinmagic.com) and purchase some of the tricks that the pros use on stage.

There is also a wonderful resource for guys looking to use magic to improve their game called **PUMA Skills**.

<http://www.makesmalltalksexy.com/hiroshima>

## Learn to Play or Sing one song

You're at a bar, its jam packed with friends, co-workers, and boat loads of hotties, all swooning over the shitty cover band up on stage. The long haired, John Bon Jovi wanna be seems to have his pick of the litter tonight.

You're a fun social guy though. The kind of guy women want to fuck, and men want to be friends with. During one of the set breaks you start bullshitting with the band, buy them all a drink, maybe a round of shots, introduce them to some of your hot female friends. You casually mention how you sing "insert song you've practiced a million times" really well, and how much you miss being up on stage. If the band doesn't seem to be biting, make up some bullshit about "leaving town.., your birthday, just getting over a really bad break up..." and 5 out of 10 times the band will invite you on stage to sing the song.

The trick to this is to learn one song that most cover bands will know... and love to play. Think Jessie's Girl. Most cover bands are just looking to build a following, which will allow them to charge more money for their appearances. If they sense that you're the kind of guy who rolls with a large entourage, they will try to appease you, in hopes that you will encourage your crew to be their new groupies. Play to their egos. They want to be social superstars too. There is no reason you both can't share the stage for a moment.

If you get up on stage, you best rock the house. The first criterion for this is that you have a decent voice and a good sense of rhythm. This means that you have to spend a fair amount of time perfecting this one song. Make it the staple of your karaoke choices. Practice it often, and record it so that you can listen and fine tune.

You also need to have a good stage presence. Practice in front of a mirror. Video tape yourself and fine tune your body language and how you carry yourself on stage.

You are not to tell anyone about your ability to sing. When you get on stage to kick ass with the band... it is should come as total shock... which will amplify the effect, and make you seem just that much more naturally cool.

This same idea can be applied to musical instruments as well. Sometimes parties will have stray guitars or pianos, and some party goer will wow everyone with his rendition of chop sticks from Big. Why not blow them away with something really good?

Most people study for years to get really good at the guitar. But you don't have to get really good. You just have to get really good at playing one song. Which really comes down to mastering a few chords.

Anybody with a little patience can spend a few days perfecting one song on the guitar or piano. Just find one of your more talented friends or family members to teach you the song. When the party rolls around feel free to strum away. Sure, some people will scream for you to play another song. Just simply refuse... tell them you don't want to steal the thunder from the party. Even throw in a line like "I'd play all night... but that wouldn't be fun for anyone else." You'll come off as modest, which is a pleasant characteristic of a super star.

Best of all... you leave the social encounter on a high note, with your audience wanting more!

### **The Superstar's Guide to Being Funny**

There are many different types of humor. It is important to master the one that comes most naturally to you.

Being funny is not a prerequisite for a social superstar (Being fun to be around is though.) The funnier you are, the easier it will be to infiltrate new social circles. Everyone and I mean everyone loves being around someone that consistently makes them laugh. Think about the people you most enjoy spending time with... more than likely they will be the people that you laugh the most around. Laughing feels good.

Humor cannot be forced or it's uncomfortable. Humor is a polarizing thing... while being funny can make you extremely popular... trying to be funny when you're not can crush your social dreams. People hate bad comedy. If you sense that the people around you don't respond to your jokes, or



there tends to be a lot of uncomfortable silences after you deliver your lines... stop! You'll have an easier time just being the cool serious guy... then the unfunny jokester.

That being said, there is a lot of arguments over whether or not comedy can be taught. While I don't think that spur of the moment jokes can be taught to someone who doesn't naturally think that way, I do think that if you learn a little bit about humor, you can learn to recognize it, and put it out at appropriate times.

## Develop a character

"Humor doesn't go into a character is comes out of him. A character needs a trademark or point of view that does not change. Without a character, you're simply a recite of jokes. With it, you can get laughs simply be being yourself."

If you think about the funniest performers most of them have at least one memorable character who makes you laugh before he even says anything... because you already know what his reaction will be.

Let's use Vince Vaughn as an example. He has developed the character of "smart ass." When you're watching one of his movies or listening to him speak in an interview, you can almost feel what his reaction will be before he makes it. You begin to expect a certain reaction. And often times you'll find yourself laughing before he's said anything.

Because Vince Vaughn has really mastered this character, humor comes much more easily for him. When he's responding to a question, or making an observation on something he's witnessing, he just has to ask himself what would "a smart ass" say?

It is important if you want to be funny that you have a character and that you stick with the character. The humor actually flows more from the character, the interactions, and responses than from the jokes. The humor comes from your characters interaction with the world. Or your character's interaction with your thoughts. Or your characters interaction with another person.

In order to make this concept work you must believe it and act congruently. You can't go into character, do it for a little while, get a laugh... then leave it. It won't work if you approach it tentatively and try it... it will actually backfire. If you keep trying to see if your audience likes it will probably backfire on you, especially if they can tell you're trying to use it to get their approval. Most funny people are not trying to be funny. And they're not seeking approval. They are actually "being" the character.

The character is where 90% of the humor flows from. If you can get the character down, then all of the funny stuff starts taking care of itself. Because once you "nail" the character, the humor will come with how the character is interacting with the world.

Here are some roles that David DeAngelo recommends trying out or testing...

The I'm superior to you character  
An assumed or fake position of authority  
The character of the victim of her seduction  
The cold guy, the straight man  
The guy who only wants to know what's in it for him  
A high maintenance chick  
The ultimate authority and commentator on wussy guys  
Imitating the women you're with  
Becoming devil's advocate and promoting bad behavior  
She needs adult supervision

As you can see that by merely immersing yourself in any of these characters- humor will naturally flow out of it. The ones David DeAngelo mentioned above are particularly good for dealing with women.

Think about the funniest people you know. You will probably find that they have a standard character that they have become.

For many years I developed the character of "daddy." I based the humor off of Vince Vaughn. My whole character was the arrogant-what's in it for me- jerk. I was able to make that character work really well. No matter what character you choose, you have to know fundamental people skills so that you are "liked."

## Best recourses to learn humor

**Watching standup comedy.** Some of the comedians you might want to study are Bill Burr, Louie CK,. But your best bet is to head out often to the local theatre or club and watch some standup comedy live. This allows you to observe the reactions of those around you. It lets you observe the power of delivery and timing, and how people react to them.

**Watching Movies.** I've found that watching Vince Vaughn movies really helped me develop my sarcastic sense of humor. Pay attention to his delivery. Also pay attention to the connections he makes. Learn to see the world through his eyes, and you'll begin thinking like him, allowing funny sarcastic lines to flow out of you.

**Read Books.** I'm not a firm believer that books can teach you how to be funny. But they can teach you the underlying principles of what makes people laugh. Some guys need to understand things at a greater level before implementing something. If you're one of those guys pick up the book "Comedy Writing Secrets."

**Cocky Comedy Course:** David DeAngelo's cocky comedy course is a brilliant way to learn the art of cocky comedy. Cocky comedy is the best type of humor for attracting women. This 6 CD set will leave you with more material than you can begin to use.

## Have Contradictory Character Traits

No one is less compelling than a person in life who acts like a million other characters you've encountered, exhibiting only one facet: the alpha jock, the tortured musician, the brainiac. It is easy to fall into this trap when building an image, because people love to classify people into types. And they'll likely try to push you along into one. For instance, the well situated power investment banker- are you picturing formal suits and furrowed forehead? Long hours, lots of technical gadgets like a Blackberry, and a whole lot of excess cash? Well, that's a good start for a character, but a social superstar needs to transcend a type. If this is your type... maybe you can make yourself interesting by doing volunteer work with the humane society, or playing in a blues band on weekends.

These sorts of distinctions make you different from any other person that might fall into this type. When you build an image, explore the specific and unique details that will make you more complex; not a type but a real person. We all carry with us histories, our experiences, and our memories, each of our bundles distinctively different from anyone else's.

A fascinating element of human nature is that we all possess contrasting traits, sometimes subtle, other times greatly conflicting. These contrasts provide endless opportunity to make yourself more complex.

The best contrasts are so seamlessly sewn with your characterization that they're not easy to spot; they seep into your being. Your observer should experience the tension, not be spotting contrasts like stop signs along the road.

**ADVANCED: use with caution**

## The Dirty Little Secret

People love surprises. People love being swerved when they least expect it. There is nothing in life that kills interest more than predictability. And there is nothing in life that peaks interest more than a swerve just when we thought we had something or someone all figured out.

The most interesting characters in movies, television, or books are those who possess depth. The three dimensional ones. The ones that intrigue us most don't come off as stereotypes or clichés.

They slowly reveal things about themselves that keep us wondering what we will find out next. A great seducer does the same thing.

He does this by leading his target in one direction, letting the target feel like they have him all figured out, and then the seducer blind sides the target with an action, story, or fact about themselves that is completely contradictory to the image they have put forward thus far.

This means the nice guy admits he got rough with his last girlfriend. The innocent girl had sex with a stranger. The dedicated business man had a thousand dollar a week coke habit. The responsible teacher has fucked a hooker. The alpha male fucked a guy. These are all contradictions of character. And they fascinate us. They make us want to know more. To understand more. They make us feel as if we've missed something all along. And that feeling is invigorating. It is a completely refreshing change of pace.

By nature we want what we are not supposed to have. How many of our fantasies involve our teachers, friend's girlfriends, single moms, prostitutes, lesbians, cousins, and minors? These people are taboo. They are dangerous. They are frowned upon. But danger is seductive. It makes us feel alive. By introducing danger to your target you will make them feel alive. And they will surrender to you for it.

I had a friend back in college. He was one of the most laid back, easy going guys, you could ever meet. He also happened to have a fuse that would occasionally go off, where he would lose his temper completely. Not many people knew this side of him. His ex girlfriend learned it a year into the relationship. They got into a fight and he hit her just once. But it was enough to bruise her eye, and have her end the relationship. She proceeded to tell everyone in arm's length about what happened. My friend thought his social life was over on campus. Little did he know; it had just begun. He literally had girls throwing themselves at him.

He was now taboo. He was socially unacceptable. He was dangerous. But the girls didn't care. The fact that they shouldn't do it only made them want to do it more. Sure when they talked about him to their friends they acted as if they disapproved of him. But in their mind they were captivated by him. And in the end desire always wins out over reason.

I am not saying to go out and hit your girlfriend, or fuck a minor, nor do anything other socially unacceptable behavior. What I am saying though is don't hide what is there. I'm sure if you did deep enough into your past you can find something you've done that is a little taboo. Now at the right moment you have to disclose this information.

You have to build rapport with your target. You have to allow them to see all of your positive, virtuous characteristics. And you wait until that point where you sense they feel they have you figured out, and then you drop the bomb. My friend didn't have to do all of this because all of these girls knew him previously. They had known him for years as a nice, laid back guy. So by the time the story had come out, they all thought they had him figured out. But suddenly he was a little more

complex. My friend, although not proud of the indecent, continues years later to tell the story of that relationship to girls he meets. He says of all the girls he told not one stopped seeing him.

I had a job in a restaurant once. I was friendly with many of the girls there and talked open and honestly about my sexual experiences. I told them about my love of Asian massage parlors. Did it stop me from fucking half the waitresses there? Hell no. And not one of them ever even made me where a condom. I have a friend with a sexual assault charge on his record. Although the charge was bullshit-a girl scared to admit to her boyfriend she cheated on him- my friend still found it morally necessary to tell every girl he was with afterwards about the charge right before he would sleep with them for the first time. How many stopped him. You guessed it; none.

The dirty little secret is a great way to make you more desirable to a girl. This is especially true if you are a naturally nice wholesome guy. Creating a little bit of an edge for yourself will work wonders for your sex appeal.

### Appear Fearless

**You're fearless.** Most people are insecure. Most people suffer some form of anxiety disorder. Most people are held back by various forms of fear.

If you want to stand out in a crowd; Live a fearless existence. Feel the fear; then do it anyway. Most of our fears are completed unwarranted. Most fear stems from our need for approval. We are held back by our fear of losing our job, our fear of being laughed at, our fear of going broke, our fear of rejection, our fear of ruining our reputation, our fear of making a mistake.

What would your personality be like if you weren't governed by all of these fears? If you take a look at the short list of our major fears... you'll find that not one of them is life threatening. In fact, most of our major fears are solely based on what thoughts someone else will have about us.

How ridiculous does that sound when you really think about it? 90% of the decisions that you make are influenced by your need for approval.

Most of us are working a job we hate, lonely or in a shitty relationship, have given up our dreams... because we are afraid of making the wrong decision, and we're not even afraid of the consequences of the wrong decision... We are afraid of what people will say about us... what people will think about us.

How refreshing is it when we meet someone who isn't controlled by these fears?

Women are attracted to bad boys, because bad boys provide an adrenaline rush that the average guy does not. In the average guy, a woman sees a reflection of most of her fears and insecurities. This is

why the average guy becomes her friend. Because they can sit and talk and wallow in their fears and insecurities together. The bad boy makes her forget all about her fears and insecurities. He takes her into his fearless existence.

What is a fearless existence?

A fearless existence is one that is not governed by the illogical fears that most people hang onto their entire life, depriving themselves of true happiness.

A Superstar does not confine himself to these fears. He realizes that short of death or serious injury... life goes on after 99.9% of the situations you enter into.

While it may seem difficult to "be fearless" it is not nearly as difficult to appear fearless. Appearing fearless is really the objective.

Most human beings go through their daily existence terrified. Some people are terrified of death, some people are scared of social gatherings, public speaking, confrontation, poverty, natural disasters, terrorism, relationships, cold calling, cold approaching, heights, the ocean, airplanes... and the list goes on.

Chances are you probably suffer from quite a few of those fears yourself. If you do, this might just be the hardest advice you will ever receive:

You need to feel the fear, and do it anyway.

What was so iconic about a person like John F Kennedy was that he always appeared so cool, calm, and collective, no matter what the situation was. Whether the president was fending off missile crisis, fighting for civil rights, or bedding Marilyn Monroe, he never showed even one ounce of fear.

People like their heroes and superstars to possess the traits and characteristics they most wish they had themselves. They find these characters exhilarating because they can't figure out how they can be so fearless.

But the fact is; no one is inherently fearless. The difference is that the bad boys, the heroes, and the superstars of this world... overcome their fears in the face of the public.

I am going to repeat a challenge that I laid out to you during our 31 Days to Better Game series last July.

Live the next two days of your life completely fearless. Just for the next two days, say what you feel like saying, approach who you feel like approaching, tell someone who has pissed you off to "fuck off," do exactly what you want to do.

Do you want to call out of work and go the beach? Do it! Do you want to tell the counter girl at the bank that she's sexy as hell? Do it! Do you want to finally change the style of your haircut? Jump out a plane? Get a tattoo? Have sex with a stranger? Do whatever the fuck you want! Whenever the fuck you want!

Do this for just 2 days and experience the thrill of being fearless. After the two days you can go back to worrying about what people think, or how you appear, or whatever other insignificant, trivial reason is holding you back.

An extremely effective way to break through your fears is to tackle a really big one immediately. If you have a fear of flying... parachute out of an airplane. If you have a fear of public speaking... go to a Toastmaster's meeting and give a five minute speech to a group of strangers. You get my point.

## Say Less Than Necessary

The 4<sup>th</sup> Law of Power states:

*When you are trying to impress people with words, the more you say, the more common you appear, and the less in control. Even if you are saying something banal, it will seem original if you make it vague, open-ended, and sphinxlike. Powerful people impress and intimidate by saying less. The more you say, the more likely you are to say something foolish.*

Human beings are curious creatures. They find it necessary to know what you are thinking. As long as you put up a guard by carefully controlling what you reveal, they will continue to try to interpret and explain you.

You can often gain the control in a conversation by merely giving short answers and long pauses...simply because it will put the other person on the defensive, and they'll quickly try to fill the silence by nervously jumping in with comments that reveal valuable information about them and their weaknesses. They'll go home trying to figure out what happened in the conversation, and the more time they spend pondering, the more interesting you will appear.

Saying less in a conversation also helps you avoid saying something that will make you look foolish, or something that could be used against you. This is especially important when you are out drinking. If you have a low tolerance for alcohol; be sure to watch your consumption, as everything you've worked for could be ruined by one night of diarrhea of the mouth.

Once words are out, you cannot take them back. If you want to be a social superstar you must not let others goad you into saying something that you will come to regret. This means you also must learn to handle your temper under pressure or when angry. As much satisfaction you might get from an uncontrolled outburst, the consequences will linger on long after the pleasure has subsided.

This also relates to a lot of the advice I give out regarding expressing your feelings toward a girl. I always recommend saying the bare minimum. I've been accused of being heartless, or not out for love... but the truth is, I've long figured out that the less you say to a girl, the more interesting you appear to her. The more time she spends trying to figure you out, the more value she's invested in you. In the heat of the moment, you may be tempted to blurt out "I love you," but you've just given away your greatest bargaining tool. Once she knows how deeply you feel... the interest begins to diminish.

Revealing too much not only serves to diminish the interest people have in you, but it can also be dangerous for placing yourself into a corner later on. If you don't make it a habit of controlling the words that come out of your mouth, you will wind up with a habit of letting your mouth write checks you can't cash.

Do not take this as an excuse to be shy or introverted. Shyness is not interesting. In fact, shyness is a sign of insecurity. Shy people like to think of themselves as noble... but in fact they are the most self indulgent people there are. I know because I used to be one. I used to spend way too much time thinking about what other people were thinking about me. This is not noble... it is vain and reeks of self centeredness. And far from interesting.

Yes, there is a difference from being shy, and carefully choosing your words.

## **Know Where You're Going**

Most people wander through life aimlessly. They look for other people to guide them and show them direction.

Not the social superstar.

The social superstar lives on his own terms and knows exactly what he wants out of life. This simple concept intrigues people. They can't believe that he actually has it all figured out.

If you want to capture people's attention, appear to have an inner knowing guiding your actions. Don't be like the masses seeking approval before they do anything. Each and every one of your actions should appear to be done completely by your own accord.

If you've chosen join the fire department, be completely confident with your decision and act as if that was the **ONLY** logical decision you could have made based on your belief system.

People are amazed by people who live with a sense of purpose. This is one of the reasons we are fascinated by athletes. It is difficult for the common person to comprehend that a human being as dedicated his whole life to a sport.

This idea of "knowing where you're going" doesn't just apply to choosing a major in college, or picking a career. It applies to everyday situations.



Always seem one hundred percent confident in your choice of what you're doing with your leisure time. When asked what bar, restaurant, or movie they want to go to, most people will reply, "I don't know, where do you want to go?"

This typical answer must never slip out of the social superstar's mouth. The social superstar always knows where he wants to go, and is always confident in his decision. If he is there... then IT IS the coolest place you could possibly be.

Think about it. If you walked into a bar and Brad Pitt was chilling there you would automatically assume that you found the happening spot. If he is there, it must be cool, right? Even if the place is completely dead... he must know something special about it that the rest of us don't if he is hanging out there.

That is the mentality you need to have. Once you decide where you're headed... do not second-guess yourself. If you claim that it is going to be a great time... make it a great time. After all, you're there right? And you're the most interesting person these people know.

If you're at a bar and it's pretty empty; instead of complaining that no one is there, or suggesting other places... try saying something like "This is exactly what I needed tonight, a nice quiet place to chill with some cool peeps. Could you ask for anything better?"

People like to have other people make up their mind for them. If you're convincing enough they'll begin to feel that you're right. Maybe this quiet hole-in-the-wall bar does have some special quality. They're just not cool enough to notice... they need you to point it out.

I had a friend in college who was the master of this. No matter what situation you were in with him you couldn't help but enjoy yourself. He would talk up the occasion and make you truly feel that he was genuinely pleased to be hanging with you no matter where you were or what you were doing.

And he would always talk up his experiences to other people later on.

Even if you and him just sat in a bar drinking alone... when asked the next day he would be like "me and Bobby just had this really cool night -bullshitting for hours in this hole in the wall bar... we got hammered and shared some hilarious stories."

Do you see where I'm going?

## **Never appear too perfect**

As humans, we absolutely hate feeling inferior to someone. Certain people have a way of making you feel small through their brilliance. Do not be that person. While you want to be interesting, motivated, passionate, and persistent... you don't want to inspire too much envy from people.

If you begin to inspire too much envy in people they will subconsciously want to ruin you. They will try to create situations in which you falter.

We've all had that friend who was almost too perfect. He just couldn't seem to do wrong, and other people absolutely adored him. Although on the outside we praised him, secretly we were jealous and almost wanted him to slip up. After awhile we even found our self "accidentally" saying things that might get him in trouble. Don' hate yourself for it. You were human.

But you want to avoid being the guy who creates those feelings in people. You don't want to make the people around you feel mediocre. You can avoid being this guy by not talking too much about your accomplishments. Sometimes that is not enough though. Sometimes you have to hide some of your skills in certain situations. Even if you are great at something... it is not always necessary to display your talents. In a later chapter, we talk about the time and the place to "be excellent."

It is also important as you make your climb to social superstar that you don't make a sudden improvement in fortune. When someone gets an unexpected promotion, success, or victory... it tends to create immense envy amongst your former peers.

Your rise to the top must seem gradual and expected.

## Other tips for being cool

### 1. Lead by Example

It's easy for anyone to tell someone how cool they are... You need to show them. Don't ever talk about how many girls you can pull... just pull them. If you and your buddies find yourself at a college party... be the guy who immediately fits in. If you're on the football team and everyone else on the team is too hungover for Saturday's game... be the guy still scoring the touchdowns... because you switched to water midway through the night. Don't lecture... LEAD.

### 2. Don't Avoid the Risk

Why was Braveheart so fucking cool? Because even though his legend would have been sealed had he never stepped foot on another battlefield... he went out there with his men each and every time. When you've been assigned the role of leader... it's easy to take advantage of the people below you... but that will ultimately lead to them losing respect for you.

### 3. Create a Winning Group Culture

Why is Derek Jeter adored... and Arod hated? Because Jeter is seen as a leader who looks out for his team's best interest... and Arod is seen as a self serving asshole. If you're going to be the leader of a group... it should be a group that wins. Pump up everyone in the group... get everyone to succeed.

Have you noticed how in the show Entourage, Vinnie Chase wants to do everything in his power to make his friends successful too?

#### **4. Delegate Authority, not Responsibility**

No one wants to be told what to do... but everyone loves to tell other people what to do. If you're planning out Prom Weekend, instead of telling Joe he's in charge of renting out the hotel and buying the beer... Tell him you trust him to find the right guy to rent the hotel and buy the beer. Joe will never let you down. EVER.

#### **5. Know Your Competition**

Someone is always aiming for your top spot. You've got to pinpoint who that guy is as quickly as possible and be prepared for the moment he turns against you. Someone always will. People can only suppress jealousy and envy for so long before it explodes. It is crucial that you're ready for that explosion. When it happens... sit back and smile, knowing that you've already covered all your bases.

### **The Taboo and getting people comfortable talking about sex**

The biggest social superstars, politicians like Bill Clinton and John F Kennedy, know how to use their sexuality as a key ingredient to their rise in stardom.

Most people, by nature, try to suppress their sexual needs and desires. This leads to a population of people who hunger for their fix of sexuality through pornography, explicit chat rooms, hidden affairs, and romance novels.

For this reason, the individual who his comfortable, and better yet, makes us feel comfortable with our sexuality is a refreshing change of pace, and we begin to crave this person's presence.

This is something that I've always been extremely good at. I've never viewed sex as something dirty or to be ashamed of, so I tended to naturally talk about it. While people are usually taken back at first, soon they are opening up to me with their explicit thoughts. Very few people give them this opportunity so it automatically puts you in an advantageous position.

I remember a few years back, I had been working in a restaurant for about a year. For the first year working there, I didn't socialize much with this group as I had a huge scene at college, and a girlfriend that was already occupying most of my time. I also found these people incredible tame for my taste.

Well, after graduating college, and simultaneously getting dumped by my girlfriend, I found myself spending more time with these people. I brought my frank sex talk with me, and openness to admit explicit details of my life without blinking an eye.

Soon this tame crowd was openly discussing the use of vibrators, threesomes, and an entire other lot of topics that had previously been unheard of to discuss.

I became almost a guru to them. They looked to me to tell them was alright to discuss and admit to. Which gave me an unbelievable amount of power. At my command I would have girls hooking up with each other, random games of truth or dare, orgies (yes I will tell this story one day) and countless one night stands.

By creating an environment where everyone was able to let their guard down and feel confident expressing their desires, sex became just another every day activity. There were no games behind it anymore. On many occasions I would sleep with more than one girl in a night... with both of them well aware of what was going on.

This is an art form. And not something that you should assume you have the skills to do right off the back. If done wrongly, you will wind up looking like a sex crazed pervert. You don't want to come off as the horny college guy who can't stop talking about sex. You need to come off as having a maturity towards sex beyond your years. Almost as if you're more evolved towards it than others. You have to be comfortable talking about it because it is such a natural part of your life that you would not be able to understand otherwise.

By creating an environment where sex is not a taboo subject, you create an environment where everyone feels free to indulge in it. This is similar to the movement that went on in the 1960's with the hippies. Although I don't suggest taking the "free love" approach, as that will only label you a dirty hippie.

## Chapter 7: Cultivate a fan base (commitment + liking + reciprocation)

### Your Objective:

The objective of the following chapter is to teach you how to develop a legion of people who worship you. The previous chapters have given you the tools necessary to be the type of guy who people want to be around. But a crucial element to becoming a social superstar is to be liked and adored. The three most important weapons of persuasion and influence for building a fan base are commitment, liking, and reciprocation.

Your communication skills need to be honed to near perfection. If you want to have people following you it is important that you first get them to like you. Once someone decides that they like you it will be much easier to use the other weapons of persuasion and influence on them. The following section will teach you exactly how to get people to like you.

The second step in building a fan base is to get them to commit to the idea of following your lead. People's attention spans often waiver. They quickly get sucked back into their own day to day existence. This is why it is necessary to use specific psychological techniques that will mentally bind them to sticking with you.

The third weapon of influence you must use to build your fan base is the weapon of reciprocation. This is perhaps the most powerful of all the weapons. This weapon simply states that human beings feel a mental obligation to repay favors done for them. In the following section I am going to show you how use the power of reciprocation to get legions of people looking for ways to help you achieve superstardom.

### Your Plan:

This next section will get you further in life than any of the previous sections. If you follow the communication techniques laid out throughout the rest of this section you will make more friends, date more women, earn more money, and live a more exciting and rewarding life than 98% of the population.

These three weapons of influence (liking, reciprocation, and commitment) are so powerful that if you can master them the world will be handed to you on a silver spoon.

## How to Get Involved in Scenes

Most of this book was written with the presumption that you already have a social scene that you can climb to the top of and command. But I also understand that there are some people reading this who will need some guidance into how to go about finding the groups of people that they want to hang out with.

Even if you currently have a social scene that you are active in I believe it is important that you know how to find new scenes when the time comes. It is also important to be a member of several social scenes because it allows you to play them against each other for jealousy effect. And by dividing your time between several scenes the "scarcity" effect will multiply, as will your "social proof."

In the previous section on "hobbies" I gave you some tips for finding way to immerse yourself into new hobbies. In this short section I want to list some more ways find people with common interests.

## Part Time Jobs

Most romances don't occur between two people who meet at a bar or club. The majority of romances occur in the workplace. It makes sense. When you're spending 4 to 8 hours a day with the same group of people you tend to get close to them. You also tend to start picturing them naked. It's a fact of life.

I learned this lesson my junior year of high school when I took a job at Shop Right. I wasn't working there for more than two weeks before I realized that the employees looked at the place like it was a giant night club. Everyone was hooking up. And I mean everyone... from the 16 year old cashiers to the 55 year old Seafood Dept. managers.

If you're in high school I would probably recommend a job in a supermarket for meeting women. But once you graduate high school the quality of girls your age working in a supermarket will greatly diminish.

I've put together a list of some of the best jobs to meet women at. These are jobs for those of you still in college, those of you still waiting to find your life calling, or those of you just looking to supplement your income with a second job.

Remember these jobs not only open you up to meeting co-workers and customers... but you also get introduced into the social scenes of all the friends you make at your new job.

## **The 5 Best Part Time Jobs for Meeting Women**

Tanning Salon- If you are going to get a job in a tanning salon you want to make sure it is one of the bigger chains with lots of beds. You want to work in a salon that has at least 5-10 other people working there. Chances are they will all be girls. Young girls. All the customers will be girls as well.

A tanning salon is best for someone with a fairly good level of game. There won't be as many co-workers to choose from, and you will only have a minute or two to interact with customers each time they come in. The benefit is that most likely it will be a small staff of 2 or 3 people working. This means you will have up- close and personal time with any cute chick working there. And most of the customers will be repeat customers coming in weekly. This means you will have a chance to build rapport over time.

Barnes and Noble- Barnes and Noble is best for the guy who genuinely likes to read and discuss books. The girls that will work there will more than likely be the hipster intelligent type. These girls may seem kind of nerdy... but they are wild in bed. There will be many female customers roaming the store... but it will be hard to spend a good amount of time hitting on them without pissing off your manager.

Barnes and Noble won't offer as many hotties working there... but you will have a great opportunity to interact with those who do. If at all possible go for a position in the cafe. The cafe will offer the best opportunity for flirting with customers.

Retail Store in a Mall- This job is for those of you under twenty one. And it is perfect for you. If you get a job in a store like The Gap you are bound to be working with adorable little 19 year old hotties. Hotties with a lot of 19 year old friends. The customer base will largely be young girls. Not only will your store have hotties employed in it... but so will every other store in the mall. If you're working there for awhile you'll become aware of the girls that work in Hollister a few stores down... the girls who work the counters in the food court... and the girls selling bra and panties in Victoria Secret.

The mall is a Mecca of female talent. Your game needs to be good... but not great, to enjoy the fruits of your labor. If you establish yourself as the fun party guy you'll soon be adored by all the Just Graduated High School Hotts. And I ask... Is there a better age group to be adored by? I think not.

Waiting Tables in a Restaurant- Can you say social scene in a box? That is what waiting tables is. It's an instant social scene. Get a job at chain restaurant like Fridays or Houlihans and you will instantly be engulfed in a social scene of 10-20 other likeminded college students looking to get paid, get drunk, and get laid.

Your game doesn't have to be good to work the restaurant scene. You'll work with a mix of college hotties, single moms, and the barely legal high school hostesses. If you're half way social and present your best self... you'll get laid. A lot.

What makes waiting tables better than the other three jobs on this list? Alcohol. The best part of waiting tables is that it is almost customary to have a drink with your co-workers when your shift ends... and we all know... one drinks turns into three or four.

The only drawback of a watering job is that there is very little chance of scoring with customers.

Bartending in a Hip Bar- This is the Pinnacle of part time jobs. You get the best of all worlds. You will be raking in the cash. You will be banging your co-workers. You will have your pick of the customers. Point blank... bartending is a power job.

Don't ask me why... but bartenders rank up there with cops for scoring the most ass. What makes bartending so great is that your co-workers and clientele are likely to be just the kind of girls you're looking for... hot, easy, and they drink!

It's not easy to land a good bartending job at a cool place. But that's part of the power in achieving it. Working as a bartender in a hip place says "I know important people."

## Other Ways to Expand Your Social Scene

I just wanted to give you a quick list of ways you can immediately expand you social scene. Of course everything on this list requires you to be social and open to meeting people.

The trick to making friends at these kinds of things is to start right away. The first day you show up at any of these events start talking to people. Don't start with the intention of making new friends or finding a girlfriend... just make friendly conversation. The longer you wait to break the ice... the harder it will get.



## 21 Ways to Expand Your Social Scene

1. Join a young professionals organization
2. Take a yoga or meditation class
3. Get a part time job waiting tables
4. Join a bowling league
5. Join a volley ball league
6. Attend alumni events at your previous college
7. Attend a weekly class at your gym
8. Check out the various clubs at [www.meetup.com](http://www.meetup.com)
9. Join the Toastmasters
10. Take dancing lessons
11. Join a volunteer organization
12. Use Myspace and Facebook to network (as opposed to hit on girls)
13. Teach a class on a subject you love (art, photography, computers, guitar)
14. Revive the old band and start looking for gigs at local bars
15. Whatever your passion is find a way to immerse yourself with people who share your interest
16. Join a softball league
17. Attend any networking event your job puts on (and network)
18. Help with a political campaign (perfect timing)
19. get a part time internship in a field you love (even if it's for free)
20. Scour the computer for local events, classes, seminars
21. GET OUT OF YOUR HOUSE

Those are just some of the many ways you can immediately begin to meet new people and expand your social scene. The key to this is to find activities that truly interest you and inspire you.

Being around people that share your interests will not only make new friends available to you... new potential girlfriends... but it will also help you grow as a person and get you closer to achieving your dreams.

## How to be liked

I want to start this section off with a basic list, written by Sebastian Drake, that you should copy on a piece of paper and keep this list in your wallet along with your list of the six weapons of influence.

This list contains 13 characteristics of a likeable person. If you implement all 13 of these characteristics to your daily life you will find that people will instantly want to be around you more.

When you combine these 13 characteristics with the specific techniques I am going to lay out in the rest of the section you will have the blueprint for building a fan base.

In addition to this list, I highly recommend that you read Dale Carnegie's How to Win Friends and Influence People.

## 13 Characteristics of likeable People

- 1. Smiling** - People who are at ease, confident, and happy tend to smile, and that smile puts people at ease. Smiling shows that you're pleased to see someone which can be really flattering. If you want to change one thing to come across more social, smile a big smile. Sometimes you will not feel in the mood to smile -however, if you choose to smile anyway you'll still get the great results.
- 2. Eye contact** - Maintaining eye contact when you talk to someone draws them deep into conversation with you - the rest of the world slows down, and you both become quite important to each other. It shows a calm confidence in what they are saying and it makes them even more engaging, almost hypnotic. A quick tip: Right eye to right eye. Look from your right eye to the right eye of the person you're talking to. This strikes a great balance between good eye contact and not staring.
- 3. Touch** - You'll consistently see magnetic people reach out and touch others. Touching shows emotion and affection and brings you closer to other people. Humans crave physical contact with others, and more emotion and affection can be expressed through touch than any number of words ever could. Next time someone does or says something you really like, give them a high five, some "pound", a playful punch on the arm or a big hug.
- 4. Not talking about yourself** - Likable people typically are more curious to get to know other people and don't talk about themselves as much. Likable people are always looking to find out more about the other person, what they are doing, and what interests them the most. Most people don't feel heard - likable people know this, and encourage others to talk about what they really enjoy.
- 5. Not talking too much** - Closely related to the above point. Likable people and high status people do not talk too much. Instead they encourage others to talk and to open up. People love to talk about their experiences and cool things they've done - when you become more curious and encourage them to speak more, they'll actually like you more. If you catch yourself rambling for a while, an easy way to adjust is to say, "But that's enough about me - what about you?"

**6. Empathy** - Making people feel understood, and striving to truly understand them is powerful. Everyone wants to be understood. People want to know that they are not alone in the world. If you can reach out to understand another person, you'll instantly form a great connection with them. Next time someone tells you something heavy that you could have a long discussion on, instead try saying just "I understand." You'll be amazed at how uplifting it can make other people feel.

**7. Not trying to impress** - Somewhat accomplished people want everyone to know about the accomplishments they've made. Really amazing people are much more humble and low key about what they've done. The most impressive people never actively try to impress people. The result is that a man trying to impress communicates that he's not impressive.

**8. Showing praise and appreciation** - Whenever you see anything you like in another person, let them know. If people aren't used to you opening up, praising, and appreciating constantly, you might get a funny reaction at first. Once you've established that you're constantly on the lookout for great things in others, people get used to feeling empowered around you. When you do mention something you really like, keep it casual. No big deal, no long talk. Just, "Hey, I really appreciate that you did that." "I thought that was really cool how you did that."

**9. Never criticizing, ever, for any reason** - Likable people never criticize others. People universally hate criticism, and hate people that criticize them. Likable people always start off with genuine praise and appreciation before trying to give constructive feedback, and will only give this feedback rarely (because likable people understand that praise is a much better way to help people change than even constructive feedback, and criticizing is almost always useless).

**10. Not trying to fix other peoples' problems** - When someone tells you they have a problem, but doesn't explicitly ask for your help, that means they do not want you to tell them how to solve it. They want to feel understood, cared about, and empowered. Over 90% of the time, people know the solutions to their own problems. If someone brings a minor problem to you, try listening, nodding, letting them know you understand, and you're with them. Tell them you believe in them and you think they'll sort it out. If they ask what you'd do, maybe make a quick suggestion but don't drive the point really hard. As crazy as it sounds, most people do not tell others about their problems in order to get solutions; they want understanding, empathy, and reassurance. People are very strong and quite good at solving their own problems when believed in.

**11. Eliminate negativity** - Never mentioning anything you don't like. Especially never being down on culture-wide things outside of your direct control: So, not complaining about the government, pop culture, fashions you think are silly, activist groups you disagree with, and so on. Being positive is really good. Not talking about things you dislike is even more important.

**12. Never complain** - When people complain, others feel slightly less inclined to be around them. It brings people down. If you don't like something, you have two choices: Take action to fix it, or accept that it's there. When you realize that, there's no reason to complain.

**13. Never impose weakness on others** - Everyone feels down from time to time. The most charismatic people never "impose" that down feeling on others; instead, they're a fort of strength for people around them. The more you stay composed, and refrain from showing being fazed or flustered, the more you gain control over your life. People start to respect you more, and they feel they can rely on you.

You probably already do a lot of those - for a bonus; pick a couple more and start implementing. You'll see quick improvements right away, and long term improvements down the line.

## Making Friends

In the section below I am going to outline some steps for acquiring female friends. The steps outlined can be used just as effective for making friends with other men who will make suitable wingman, or just good buddies.

I've also recommended reading *How to Win Friends and Influence People*.

The most important thing that you will find is that once you implement everything you've learned in the previous section you will find it very easy to make friends.

## The Art of Acquiring Female Friends

The importance acquiring female friends has been stressed many times on TSB and throughout the dating advice industry by nearly every coach.

Guys new to studying dating and pick up will probably find this advice contradictory to the never ending battle against getting placed in the friend zone. But there is an important distinction between making friends with girls, and getting put in the friend zone. When you get put in the friend zone your intention wasn't to be friends. Your intention was to date or sleep with them.

Because they were likely aware of your true intention, your friendship is never at an even playing field. The girl will always hold a subconscious power over you. And you will more than likely forever pine for your opportunity to finally bust through the barrier of friendship.

This is why it makes much more sense for you to put girls in the friend zone. As guys, we are trained to want every pretty girl we come across. But the fact is, we can't have them all. For a long time I made the mistake of sleeping with cool girls, simply because I could, knowing full well that I had no interest in taking the relationship any further. I burned a lot of good bridges doing this.

Later, as my skills progressed, I instead made friends with these girls. Sure, I would occasionally sleep with them too. But by this point I was a social superstar so it was acceptable.

The social superstar knows that the easiest way to climb to the top of the food chain is by having female cheerleaders cheering on your every move. Women often make the man. This is because the man who controls the women... is the man everyone wants to be around.

Think about it. Why do club owners, DJs, actors, bartenders seem to always have power? It is because these guys are always surrounded by women. Men know that hanging around these guys will lead to more girls in their lives. Women know that hanging around these guys equals excitement and privilege.

Whatever social scene you are currently involved in- you should make an effort to befriend the hottest, most adored woman in that scene. In order to do this you must eliminate all desire you have to sleep with her. You must accept right now that you will never sleep with her. She is merely a pawn in your chess game.

Once you've completely eliminated your desire to sleep with this woman, making friends with her should be relatively easy. If you've followed the guidelines throughout this manuscript than you've already established yourself as a funny, interesting, and adventurous guy. You've already developed a strong degree of social proof. This social proof gives you the ability to befriend her. The social proof she provides you with gives you the ability to become a superstar.

The most important thing to do if you want to win someone over is to give them something. You aren't going to give them gifts, compliments, or favors. These things devalue you. Instead you will be giving her appreciation. Appreciation mixed with adventure and excitement. No one can resist these things.

Appreciation simply means recognizes the unique qualities in her. Your goal is not to flatter her, but to make her feel important, understood, and special.

The easiest way to make someone feel important is to really pay attention when they are talking to you. Instead of waiting for your chance to talk, take mental notes of what she is telling you. This way you can discover what her true interests and passions are.

Once you've acquired this information- you can use it to win her over.

## **Confidential tricks for winning her over**

1. Remember details of her life. Don't be obnoxious or creepy about it, but by paying attention you'll be able to ask her things later. For instance, if during a conversation she makes a joke about having wanted to be a fireman when she was little, in a conversation down the road- if she's complaining about her current job- say something like- "Well, they always need fireman." She won't

have expected you to remember that minute detail of a previous conversation... and when you do she'll really appreciate you.

2. Once you figure out how she views herself, play to that. For instance, if you can tell that she believes she is very knowledgeable about movies... say something like "hey, did you see (insert movie) cause I always trust your opinion on what's good." By doing this you're demonstrating that you see her as having an expertise in something other than looking pretty. Most girls want to believe deep down inside that they're more than their looks.

3. Completely drop your guard around her. Don't hesitate to say anything you would around your male friends. Be 100% completely yourself. Don't stress your faults or blunders- but don't go out of your way to hide them. Most guys put on such a front around her, that the realness you display around her will be refreshing.

4. Develop an inside joke with her. If the two of you are involved in a social scene together you can pick another person in that scene and share a bit of information with her about that person- but tell her she can't tell anyone. Make it ridiculously unbelievable, but play it up very well. Now whenever this person is around, make inside references to that little piece of knowledge. She'll always be questioning you about whether or not it's true- and soon the mere sight of this person will make her wish you were around to share in the humor.

5. Get her to experience something completely outside her comfort zone. And make her have a good time doing it. For instance, after a work Christmas party one year, I got the entire staff- women included- to head over to a strip bar with me. If you can get her to do something outside of her comfort zone, and associate the rewarding and exciting feeling with you- she'll become addicted to the thrill you provide.

## Communication

The way in which you communicate with them men and women in your social group will go along toward building your fan base.

Everything you have learned in this manuscript will work in synergy. This means that the communication skills you are learning in this section are dependent on you having already created your image, began to make yourself more interesting, taken on the attitude of the winner, and give off a 10 second impression of a superstar.

It is important that you've already completed the above listed steps so that you will be accepted by your peers as being a "higher status" male. The communication skills you are learning in this chapter do not work nearly as well if you are looked at as having lesser status, or beta qualities.

A lower status man who follows the principles laid out in a book like "How to Win Friends and Influence People" will come across as insincere or "try hard". This is because a lower status male will be viewed as having an agenda. People will assume that he is being nice because he wants something from you. People do not appreciate or respect praise or admiration that comes from someone they view as being "lower" than them.

On the other hand, people are greatly moved by admiration that comes to them from someone they view as being "higher status" than them.

It is a simple concept. If a fat girl tells you that she likes your new haircut you immediately assume that she has an agenda behind it. You don't accept the praise as genuine. And you secretly resent the fat girl for thinking that she has a chance with you simply by complimenting you. But if a woman of exceptional beauty tells you that she likes your new haircut you begin to feel proud of the haircut. A beautiful woman can pick and choose who she compliments- and her choosing to compliment you makes you feel special. You remember that compliment- and more importantly- you feel a sense of "liking" toward that beautiful woman.

Now that was an extreme example because of the examples of the two different classes of women. But this theory holds just as true when applied to men who you view as having different social value. When a man "lower" than you on the social ladder compliments you or does you a favor you feel no special bond toward him. But when a man who you view as being "higher" up the social ladder than you does you a favor or compliments you there an unconscious bond that you feel toward him.

That bond is the feeling of the need to reciprocate. The law of reciprocation is the most powerful of all the weapons of influence. When someone gives us something of value, whether it is a compliment, a favor, or a gift... we do not feel a sense of completion until we reciprocate the gesture.

This is why you will so often hear two people complimenting each other within seconds. A woman will say to another woman "I really like your earrings" and immediately the other woman will say "Thank you. I love the shirt you're wearing."

People can't have the weight of reciprocation hanging over them. Even though it is an unconscious feeling, the need to unburden one's self of it is so powerful that a person often acts immediately to restore the balance.

While it is only possible to gain the feeling of "liking" when a higher status person compliments you or does you a favor. The sense of reciprocation is felt in any situation in which one person provides another with a favor, compliment, or gift.

But the level in which we reciprocate back is tenfold when we feel the person who gave us something is of higher value to us.

## The Law of Reciprocation and Higher Status

This is the fundamental concept that you need to build your fan base:

When a higher status person gives something away to a lower status person- they will back what they gave exponentially.

Before I explain the ways in which to apply this in the social world, I want to briefly show an example of how this works in the business or marketing world.

As editor of TSB Magazine I recognize the "world" in which we reside in. This world includes all of the other men's online magazines, websites, blogs, and authors. We are also greatly aware of the hierarchy and where we fit in within in. The hierarchy in our world is based on reputation, number of visitors, prestige, and influence. We recognize that as being fairly new TSB is below sites magazines like Maxim, Playboy, or Men's Health. However, we are above thousands of other websites and blogs.

When TSB is mentioned or receives a link from a site like Maxim or Playboy we recognize that a genuine favor was produced. We feel an immediate sense of liking toward that site for recognizing our unique talent. We also feel a strong sense of the need to reciprocate.

Here is the kicker.... If a site like Maxim mentions us just once and provides one link to us- because we recognize that imbalance between our two spheres of influence- we will go out of our way to mention them four or five times, providing four or five links to their site.

The same rule applies just as strongly to role reciprocation plays in the social hierarchy.

If we (the higher status) person give something to anyone that is lower status than us- we will get back what we've given exponentially.

The weight of reciprocation will be so strong on their back that they will feel the need to not only return the favor- but to return it in a much greater magnitude than we originally gave it in.

This is the reason that some people seem to rapidly ascend to the top of the social ladder. Once you have established a little bit of social currency, you are able to multiply that currency. This is very similar to the saying "the rich get richer."

**Remember:** Everything we give we will get back exponentially.

As you read through the next few sections keep this in mind as it will allow you to see the true power in what I am telling you.

## Be Fun to Be Around



The entire reason you should even want to become a social superstar is for the fun and excitement it will provide you. Well, based on the law of reciprocation- the easiest way for you to acquire fun and excitement is to provide it to others.

The easiest way to be fun to be around is to follow the principles laid out in chapter six. Some of the key ideas include: be funny, fearless, and adventurous, talk about the taboo, and have some skills that entertain people.

## **The secret to being fun to be around**

The biggest thing you can do yourself be fun to be around is to make the people you're with feel like they are fun to be around.

Although you should be introducing things like adventure, humor, taboo subjects... ultimately your goal is to bring these qualities and characteristics out from those around you.

You don't want the people around you to feel like an idle spectator in your show- you want them to feel like they are a part of it. This is what will cause them to put some investment into it. This is what will make them commit to seeing you achieve social superstardom. They will feel that they are a part of it, and therefore, are along for the ride.

This means help those around you develop the confidence to explore their sense of humor. Encourage them to take risks, to indulge in the taboo, and to demonstrate the skills that they have.

## **Be Someone Who Makes Things Happen**

Lower status people will always be won over much more easily than the higher status people in your social circle.

Winning the higher status people over requires the skill of becoming the go-to guy for a good time. Although most high status people are fun to be around- often they are not creative. This means that they will most likely hang out at the same couple of bars or clubs every weekend.

The social superstar makes things happen. He is a leader who organizes the fun adventures that everyone craves. This means organizes things like ski trips, concerts, paint ball expeditions, long road trips, themed parties, nights out at unique places like S& M clubs, salsa dancing, tailgating...

The events I just listed are things that pretty much everyone enjoys doing. The problem is that no one takes the initiative to set them up. Or a lower status person tries to set them up- but no one follows along. You being the high status male must initiate these sorts of things and get people to follow along with you. These sorts of events are what will make you unique and separate you from the other higher status males in the group who are content to spend another night at the local pub.

Here is a list of things that you should try to organize:

1. Themed parties (toga, ugly sweater, 80's)
2. Softball games and BBQs
3. S & M clubs
4. Salsa clubs
5. Concerts w/tailgating
6. Bowling nights
7. Road trips
8. Ski trips
9. Beach houses
10. Happy hours (particularly a weekly event like Taco Tuesdays)
11. Paintballing
12. Sky diving excursions
13. Hookah bars
14. Volleyball night (some bars have courts)
15. Strip clubs (bringing women with you)
16. Fairs
17. Monster truck derbies

These are just some fun things that most people would enjoy, but never take the initiative to set up. Most people wind up at the same bars or clubs every weekend. If you are the guy introducing other people to this whole new world... they will repay you with loyalty and admiration.

## Get Interested in Other People

I am about to tell you the secret to acquiring and keeping massive amounts of friends. The secret is to continually be curious about other's lives- and be their biggest fan.

Everyone is the most important person in their own life. Because of this very few people actually pay attention to the people around them. Most people barely listen to the people that they are in conversation with, and are just silently waiting for their chance to speak.

The sad truth is; everyone craves attention and recognition so much it hurts them. And the person who supplies them with "drug" of recognition holds a very strong power of them.

Show genuine interest in other people's lives.

This does not mean simply ask them a lot of questions. Anybody can ask a lot of questions to fill up the dead air. In fact, asking a lot of questions of someone may even annoy them.

The secret is to really listen when they talk to you. You should not only be listening, but you should be remembering the details of the conversation. You need to store specific details away for later use.

There is nothing more flattering to a person than the realization that someone not only listened to them, but actually remembered obscure details of a conversation. You need to use the information wisely and subtly down the road. Remember the example I gave earlier of the woman who casually told you that she wanted to be a fireman when she grew up.... And days or months later, when she was complaining about her current job, you said "I'm sure there are fires you could be putting out." On the surface she probably laughed... but inside she will be flattered that you remembered such a small detail of something she told you.

Here is a trick for remembering details:

## Photographic Memory

If you don't already own a digital voice recorder, you need to go out and get one immediately. They are useful for so many activities. Other than using one as a self improvement tool when it comes to perfecting tonality and conversation skills, you can use it to demonstrate a photographic memory.

You carry the voice recorder along with you in your pocket. When having conversations with important people you just press record. Later when you go home transfer that file to your computer in a folder with their name (or better yet a code name.) These folders should be reviewed before you go out to interact with these people again. You can play the previous conversation and pick out important details. These people will be impressed that you were able to remember things that most people forget. You can also use this when getting a girl's phone number. Ask for her number, then repeat it loud enough for the recorder to pick it up, and then tell her you'll call her. She'll wonder why you didn't write it down and assume you will forget it. Later when you call, you can just tell her you have a photographic memory.

Be careful not to seem too creepy by remembering too much. Only stalkers know every little detail about someone. But it is a pleasant surprise and a great conversation hook when you ask them about something they probably assumed you forgot.

## Remember Names

I went back for homecoming weekend at my old college last October. The night before the homecoming game everyone from the Greek system usually meets at this bar called Alexis right down the street from campus. I had been out of school for seven years, but many of my old friends and classmates show up for what is basically a yearly reunion.

While I am ordering a beer this girl from a sorority I used to part with frequently, says "hello" to me. She is a girl that I always thought was pretty cute, but she always had a boyfriend so I never talked much to her during college. After making brief small talk, she says "Do you even know my name?" I looked her straight in the eyes and said "Of course I know your name Kimberly."

Her jaw dropped. She was absolutely astonished I knew her name. She went on to confess that she had a huge crush on me throughout college. We spent the rest of the night talking and I arranged a date to hang out.

I realized something that night. When you view someone as having higher status than you- you subconsciously believe that they are too important for you. You see yourself as such a blip in their reality that they probably don't even know your name.

At first I was shocked that she would have thought I didn't know her name. But then I realized that I too get happy when a girl I view as having higher status knows my name. I actually get tingly upon hearing a beautiful woman say it.

The lesson to be learned: Remember everyone's name the first time you hear it. Use the photographic memory trick if you have to. And when you see anyone- no matter how low down the social ladder they may be- address them by their name.

Human beings love the sound of their own name. They never get tired of hearing it. And they feel flattered when people remember it.

### **Make Other People Feel Like Superstars**

As you can see by everything leading up to this section- the secret to building your fan base is to become the fan of others.

Remember that everything you give to others will be reciprocated back to you. And if the people you are giving value to are lower on the social ladder than you- they will feel the need to give back to you twice as much as you gave to them.

So the next step is to make these people feel like Superstars. Just think; as badly as you want to become a social superstar- most of these people will have the same desire.

It is not a competition or a race. Never worry that someone else will steal your spot light. You need to look at them as members of your team. You always want your team to be as strong as possible. The cooler, more interesting, entertaining, and fun people you have around you- the higher your value becomes. And more importantly – the more enjoyable your life becomes.

Making other people feel like superstars is really a culmination of everything we've learned in this chapter. But the most important part- is to openly praise them, compliment them, and give value to them. This must be done in public.

Let's say that there is a guy in your social scene that is slightly below you on the social ladder. One night you go out with this guy and he hooks up with an attractive woman. It is obvious to you that he is proud of himself. This is your chance to boost him up even further. Not only should you acknowledge to him that you were impressed by what he did... you should brag about it for him to the other people in your social circle. Tell the story for him- make him seem even cooler than he is.

Get in the habit of being the fan of those around you.

The flattery must be sincere. I say this because we all know that guy who is always seems incredibly fake while boosting up his friends. This is because he doesn't use concrete examples for his praise. He says something like "Joe is the man. He is the coolest guy I know." This sounds phony. The praise must be specific. It should be said like this: "Joe is the man. Last week the two of us were at this bar. There were two girls we both wanted to talk to. Before I knew- he's macking both of them. It took him like five minutes, and he's making out with this cute brunette. This guy is the coolest guy I know."

Do you see how much more sincere and real it sounds when you back up praise with specific examples. You know that Joe is proud of what he did. You know that he wants to brag about it. But he can't. So you do it for him. He will love you for it.

You should also make it a habit to pull people out of their comfort zone. If you know that Joe is shy around woman, help him to get over it. Don't lecture him or try to impose "strategies" on him. Help him by giving him practice. Bring him into situation where he will be forced to talk to women. And later build him up. Talk about how "the girl was definitely into you." If you can get him out of his comfort zone, and contribute to him building his self esteem- he will forever be in gratitude toward you. And you've done a nice thing for him.

### **Let Other People Sell You**

This is the culmination of all of everything you've been doing.

Up until now, the entire focus of what I have been talking about is how you should be giving value to others. Well, now is the time in which that value is paid back to you- exponentially.

By doing things like remembering people's name, showing interest in them, praising them, making them feel important, and turning them into superstars- they will feel an uncontrollable sense of obligation to reciprocate the value.

Think about it. You are a high value person. You've taken interest in them and have openly praised them. Not only is there a sense of obligation to return the favor- but it is in their best interest to do so. You are now on "their side." This means that the stronger and more powerful you become- the higher that they will be able to rise along with you.

These men and women will become an army of publicity agents for you. If you're showing them a good time, they will be constantly talking about how much fun they had with you. If you praised them, they will go out of their way to praise you and talk you up to everyone who will listen. If you are higher value- they will want to be associated with you. They will look for every excuse to talk about "the awesome time" you had together.

View it like this. Imagine that you spent a night partying with Brad Pitt. Now imagine that Brad Pitt turned out to be a really cool guy who showed genuine interest in you. How many people do you think you would be telling that story to? Everyone you possibly could.

The more people talk about you the higher your value becomes.

It will eventually get to the point where your reputation will precede you. Your name will travel through many social circles. When you show up for a party random people will already know who you are. Because these people already know who you are they will be more likely to talk to you.

Rinse, wash, and repeat on this new group of people.

Can you see how quickly you can become a social superstar? Can you see how quickly invitations will start pouring your way from various social circles? Can you see how many opportunities will be thrown at you?

### **The Butterfly Effect**

"The "Butterfly Effect" is the propensity of a system to be *sensitive to initial conditions*. Such systems over time become unpredictable, this idea gave rise to the notion of a butterfly flapping it's wings in one area of the world, causing a tornado or some such weather event to occur in another remote area of the world."

Your entire life- especially your social life- is ruled by the butterfly effect. This means that every tiny, seemingly insignificant action will have a later effect on your life.

For instance, tonight you walk into a restaurant and have dinner. You leave your waiter a larger than normal tip. A month later you are at a bar. The waiter is there, remembering the large tip you gave him he recognizes you and introduces you to his friends. It turns out that one of his friends has the same interest in rock climbing that you do. You befriend the guy on Facebook and set a date to go rock climbing. The day before you're about to go rock climbing you leave a comment on his Facebook page telling him "Get ready for some heavy duty climbing tomorrow!" It turns out that a

girl you dated several years ago is friends with him on Facebook. She sees your comment, and befriends you. She invites you to come to a party with some of her friends. While at the party- you meet and fall in love with another girl.

All because you left a waiter an above average tip.

### **Recommended Resources**

**TSB Magazine:** Men's interest magazine filled with articles on dating, fashion, sex tips, and lifestyle. The leading men's magazine for covering the pickup and seduction community.

<http://www.tsbmag.com>

**Make Small Talk Sexy Blog:** Latest articles on conversation skills, flirting, and creating a sexual connection with a woman

<http://www.makesmalltalksexy.com/blog>