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# **From Cold Approach to Hot Date... in 6 Easy Steps**



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Now that we've got that out of the way, on to the fun stuff...

## About PickUp 101

Thanks so much for reading this e-book, another in the series of "Real-World" **No B.S.** Instructional products and workshops PickUp 101 provides you for dating, relationships, and maximum success with women.

Almost every weekend, my professional team of instructors and I are out in bars, supermarkets, and café's perfecting and demonstrating our bullet-proof attraction techniques live '*in the field*' for our workshop clients.

They get to see exactly how it's done, and most importantly that it works. Sometimes this is all a guy needs to see, to believe that it IS possible to *get a woman attracted to you in less than 3 minutes*.

If you ever dive into our workshop experience, we'll perfect your technique as you attract women with your newfound skills. I won't promise it's easy, but it is FAST and it GETS RESULTS. **I guarantee it!**

As you read this book, and explore the other offerings from PickUp 101, you'll see why our training programs and products are rapidly becoming known throughout the world for giving 'average' guys the charisma, confidence, and sexual magnetism that women instantly respond to.

Because my reputation is on the line on a daily basis to perform and teach these techniques, I make sure nothing gets published in any book or web page, unless I know it works, and can get results quickly and consistently for anyone.

You'll find no glossy pictures of paid models, no untested 'theory', and

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no bull - just truckloads of mind-blowing information that will change your relationship with beautiful women forever. It's all here for you, it's up to you to decide what you'll do with it.

I look forward to serving you.

Your friend,

*Lance Mason*

**P.S.** Here is what I mean when I say "guarantee"

### **PICKUP 101'S 2-PART IRON-CLAD GUARANTEE**

When it comes to our workshop programs we put our money where our mouth is with these more-than-money-back Guarantees.

**First...** If you're not completely satisfied for ANY REASON by the end of the second day of the workshop, you just tell us and we will cheerfully refund your money AND give you an extra **\$200** for your time. And if you flew from out of town, we'll pay for your airfare and your hotel bill too!

**Second...** If after 1 year, you haven't been able to use the skills we taught you to meet and date more of the kind of women you want in your life, just tell us and we'll cheerfully pay you **double your money back**. A big part of this guarantee is that we'll do whatever it takes to get you the success with these skills. We want you to enjoy a life of abundance with women.

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# Introduction to PickUp 101

## How to Pickup a Beautiful Girl

She is the most beautiful girl I've ever seen. Warm, honey skin, soft brown eyes, long lashes, silky hair flowing under a funky cap, just a touch of sparkly blue eye-shadow, and a sly smile under pillowy lips.

It's a crowded Sunday in a little café in Union Square in San Francisco. Workers are putting up the giant Christmas tree, and shoppers are everywhere. It's not quiet, calm, and peaceful. People are jostling about, and everyone can see everything. Perfect. Put this on display for all to see – this is exactly what I have prepared for.

Get in line for food and keep looking at her. I fix her image in my mind. I look away. Let the nerves build up. Feel it in my chest, in my heart. I want this beautiful girl. I want her so much.

I want her to have my kids, and her kids, and walk hand-in-hand on the boardwalk on the beach, win her giant stuffed animals for her at games of chance, snuggle on Sunday mornings, and buy her sparkly things to make her smile. I let all the silly and wussy and once-again-silly thoughts fill me up. I will use them as fuel.

I will walk up to her, alone. I will have no pretext, no introduction, no excuse. It will be her, and it will be me, and in this secret world, we will be.

I want the nerves. I want the fear. I want this to be hard. For a man who didn't know what he was doing, that would make it impossible. For me... for me it makes it perfect.

Then my single 100%-perfect girl takes a seat at a table right behind me... with her 99%-perfect girl friend. She's here, now. I know from experience if I leave now, without meeting her, it will wake me from a

sound sleep when I am old and gray, and the not knowing will haunt me like a ghost.

Fuck it. I have studied, practiced and worked at this for a reason. This girl is the reason. She is the one that brought me here today.

When you find the princess, she will not be waiting for you on a bed made of Twinkies and tits. She will be in a castle, guarded by a dragon, behind a wall of flames. Walk through the flames.

I step out of line. Walk to her table. I feel every eye upon me. Stand at their table. They both look up.

I say nothing. I don't worry about what to say. My hands are down, my eyes are steady. I open my mouth.

*"I was on my way out, and I saw you."* Is my voice quavering a little? It is. Good.

*"I couldn't leave without meeting you. May I sit?"*

They both stare at me. The room stares at me. I wait. She says yes. I reach back to table behind me and grab a chair from another table without asking. Is someone else using it? Not anymore. Chair bangs against other chairs. It appears unsmooth, but I don't care.

I sit. Look at her... gently, but seeing her. I don't say anything. A year passes. She asks, *"so what are you doing today?"*

I mention something about Christmas shopping. Start talking normal stuff. Introduce myself, they introduce themselves. Gia and Lily. My internal circuits are all afire, but I will not stop. That's how it works. I don't have to keep going. I just have to ... Not. Stop.

Gia is from Indonesia. Lily is from Thailand. They live here now. I tell them I teach dogs owners how to understand their dogs. They love dogs, Golden Retrievers. I tell them how big the hearts of a Golden are, that they are made of love.

Time passes. I talk about the park near my house. Watching sunset from the swings, and the cafe close by with the best hot chocolate in the city.

The air is heavy with this moment I feel the weight. Time to go. Tell them so. Tell Gia to meet me at my house next week and we'll go to the park. She agrees. Offers me her number. We hug, and her skin smells like summer.

I stand. Legs still working. Nice surprise.

Walk out, slow, stunned. Kick-to-the-head stunned. My world is of muffled sound, like under the sea, like leaving a Metallica show. Everything is slow and gentle, everything is floaty.

Talk twice over next week, flirty, funny, sexy. Normal topics too. School, work, fun. She's coming over Saturday.

With two bottles of wine, one white, one red. With a dog treat for my dog.

We will be as lovers who meet again and again, as the wheel does turn, as it was meant to be.

## **Sean's Story**

He saw the girl from across the room. She was perfectly pretty, happy, bright hair and smooth skin shining, and it seemed to him that all the light and joy in the world emanated from her smile. He looked in her eyes. She looked in his. He fell hopelessly, deliriously, stupidly in love.

He was 5 years old.

Things didn't change a whole lot for him over the next 29 years. He would long for the women around him, write tortured love poems, listen to relentlessly and beautifully sad music over and over to have something familiar to assuage the pain. But it seemed nothing he did could help him learn how to keep the women in his life happy.

He did get lucky from time-to-time, mostly as a result of constantly seeking out socially approved ways to get women (play sports, play music, act, get cool jobs and brag about them, and his personal favorite, hang out in bars and stand against the wall, nursing a drink, hoping a beautiful woman would just start talking to him), but never could understand why it always went wrong.

He even got engaged to the woman of his dreams, only to spend the last six months hiding out in his own house, afraid and ashamed at the fact that the woman he loved just seemed to get sadder and sadder from being around him.

Things got bad. He ended it. Went slightly crazy. Met another girl and got engaged again within three weeks. Broke that off. Fell in love with a stripper and drove 2000 miles to bring her back home. Then sent her back after six days.

Signed up to be on a dating reality show to pursue the woman of his dreams, yet again. Kicked off during the first round. Rejected, dismissed, and disregarded, on national TV, for all to see.

Dated habitually online -- but nothing was making sense. Then he finally got the chance so many small-town boys wait for... he moved to the edge of the world, the land of dreams -- to California.

Lucked into dating a beautiful girl. Things were wonderful for a few months... and then she broke it off... to go back to her ex-boyfriend. Who promptly married her. And he was... furious. Jealous, hurt, and angry.

Damn her and all of them for hurting him and making him miserable when all he wanted was to make them happy and do just what they wanted...and he realized... none of this was what HE wanted.

All along, he had never had the courage to simply admit, and pursue, what he wanted. He wanted to enjoy the women in his life, and make them happy, enjoy them for who they were, and make them fulfilled and better for having known him.

For 29 years he was the kind of guy who succeeded at everything he

put his mind to... except this. Except the only thing that really mattered to him. Sure, he had girlfriends from time to time, hell, like everyone else, sometimes he got lucky. But it was just that. Pure. Dumb. Luck.

I don't know about you, but, goddammit, I have never relied on luck for anything in my goddamn life.

He had to admit a hard truth. He was terrified. He would rather jump out of a plane than walk across a crowded room and start talking to a beautiful woman. All his life, all he wanted was the love of a beautiful girl. And even with everything he had accomplished, he had no idea how to start.

Then he met some guys who just so happened to be teaching just how to do that.

## **PickUp 101 and the Legend of Project San Francisco**

I met Daniel one night when I was out at a new bar in my new home of San Francisco. I moved here because it was famous for being full of beautiful, smart, sexy women, and I was here to meet them.

In the middle of the crowded art gallery-turned-nightclub, I noticed two lovely girls a few feet away, one sunny California blond, one curvy Latina. A guy walked up and started talking to them. I looked on in sad admiration as I thought how hard it must be to work up the courage to talk to two beautiful girls like that, and how lucky he was to be doing so well.

As I was watching, a guy walked up beside me and said *"he's getting nowhere with those two. They will work up some excuse to leave within a minute."* As I turned to argue, I saw the Latina take the blonde's hand and head off in the direction of the bathroom.

I turned all the way around to face this stranger, and he said, *"When*

*you know just what to do, it's really easy to spot someone doing it wrong. I'm Daniel."*

Daniel started to tell me all about PickUp 101 and Project San Francisco, this legendary mansion in the hills of North Beach (as mentioned in Neil Strauss's bestseller "The Game"), where a group of friends, of like-minded ladies' men, all chose to live in harmony.

They lived a lifestyle of ease and luxury, a life full of the company of sexy, lively women. This band of playboys, led by Lance Mason, were able to meet, attract, and date beautiful girls as easily as most men go to the corner store to buy a six-pack of beer.

Daniel was at this bar with Lance and a few other guys, just out to see if there was anyone they might be interested in. We got to talking, and I admitted I was curious about how this whole thing worked. I didn't want to admit that I needed any help, but was willing to listen.

He told me how PickUp 101 teaches anyone how to have that kind of life and that kind of enjoyment from women. Lance, Daniel, Garrison, Grant, Nate and others were legendary for teaching a man how to break out of his shyness and social programming, to evolve into a man that women were attracted to wherever he went. The kind of man women were attracted to before he even said a word.

I listened, skeptical, wary, sure he was just telling tales to impress me, like a schoolboy in the locker room will brag about his hot girlfriend in Niagara Falls. So I humored him, catching every other word, and scanned the room, taking note of all the beautiful women in this new city, this new world... suddenly painfully aware that I hadn't the slightest idea how to begin talking to any of them. Then Daniel pointed to his left and said, "*Check it out. Watch and learn.*"

Lance was just a few feet away... with the California blond and the Latina. They were wrapped around him, laughing out loud, and hugging him and each other. They leaned into him from either side, their soft curvy bodies pressed up against him, great big laughing smiles on their faces.

All this time I thought it was just an accident of fate that sometimes

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men got lucky with women. I never thought it was possible to teach someone how to make a woman want you. But if it was...

I was damn sure ready to learn.

## The 6 Simple Steps

*Hi. I'm Lance Mason, program director at PickUp 101.*

*As you can see from Sean's introduction above, I'm not the only talented instructor here.*

*They are all guys who have gone through the workshops, and developed their skills so well that they can now teach the same skills to anyone (well, with the possible exception of our postman, who sees the constant stream of hot girls in short skirts coming into the house and is really starting to wonder just what in the hell is going on).*

*This book will introduce you to our team of instructors, and they will explain how we teach men like you to create attraction in the women you desire. We've organized these ideas into six simple steps that you can start following today to improve your dating life.*

*First, Sean will tell us about the importance of first impressions.*

### Step 1: First Impressions

So you want to be a man that women are attracted to. You want to be the force that attracts them. You want to walk into a room and feel heads turn, feel the curious eyes of honey-skinned lovelies follow you across the room, all sharing a group-think unspoken question... *"Who is that man?"*

Women decide in a split-second if they are attracted to a man.

No amount of convincing or persuasive argument can sway them. Attraction is an emotion, a reaction, not a decision. It cannot be faked,

it cannot be tricked, it cannot even be purchased (despite what you may have heard). No matter how prodigious your skills with logic are, that spark cannot be reasoned into being. It must be evoked.

There are men who can create this spark at will like an experienced backwoodsman can start a fire. We all know them, we've all seen them, and we all envy them. But what you may not realize is that we can also all become them.

Such men are not born. Such men, 'ladies men', are made.

Sadly, most men never have the opportunity to learn the critical skills, and spend their lives unfulfilled by love and intimate relationships with women. But what they are missing is not some innate gift of genetics, looks, fame or fortune. They are just missing the instructions for how attraction works.

So what is it women see in that split second that attracts them?

## **Style & Fashion**

Women spend infinitely more time fussing over their choice of clothes and accessories and appearance than men could ever imagine.

They have an entire silent language of status, class and confidence that is communicated through appearance. And what many men fail to realize is exactly what they are writing across themselves, for all women to read, with their choices in clothes.

Women look for a man who dresses comfortably and stylishly. Who can convey that he is confident, fun, sexy, and interesting, and knows how to communicate these things clearly before he ever utters a word.

When you can use your style and fashion to send this message, you can succeed with women everywhere without ever uttering a single smooth pickup line.

But if this first message you send is off, you can spend every night for the rest of your life chatting up women in bars, working on just the

perfect thing to say, and never get the success you want.

Style and fashion can be learned. The PickUp 101 Dress For Success DVD Program ( [www.pickup101.com/dressforsuccess](http://www.pickup101.com/dressforsuccess) ) is from a workshop that teaches everything about fashion, style, and image you need to know to attract women. It also shows how to tie your image to your identity to make a look that's uniquely yours AND congruent with who you are.

In plain English you get a detailed breakdown of women's powerful attraction to a man who understands fashion... their most secret yearnings to be able to 'show off' their man to their friends... plus a virtual step-by-step road map of the critical style 'hot buttons' that trigger their physical and emotional attraction.

Everything that will give you (for the first time in your life) an almost unfair advantage over other men in dealing with women. This program is must-viewing for any man who seriously hungers to understand how to attract women by using their love for fashion and style.

## **Body Language**

You may have heard that as much as 90% of communication is non-verbal. People, especially women, are finely trained machines designed to decode the messages sent by body language.

The way you stand, walk, move and touch tells a woman more about you than your words ever could.

When a woman wants to know what you really think, or who you really are, she won't listen. She will watch you, feel you, sense you.

You may have even found that women seem to be naturally better at detecting lies than men are. It all comes back to how much they know of you from how you present yourself.

Here are 5 tips to remember when you are talking to women

1. Lean back, not forward
2. Move slowly and confidently
3. Make comfortable eye contact and be able to hold it
4. Carry yourself like someone who expects to be treated well
5. When in doubt, smile warmly and have fun

These are just a few things to keep in mind, but there is a whole other language out there, and learning how to incorporate these changes into your life is tough to get from reading alone.

PickUp 101 offers extensive instruction, with examples and step-by-step guidelines in the Art of Attraction workshop ([\\_pickup101.com/artofattraction](http://pickup101.com/artofattraction)).

## Step 2: Approaching

*Hi, It's Lance again...*

*Now that you have yourself together, and look like a man to be reckoned with, it's now time to start fun and exciting conversations with women.*

*When you look confident, it's so much easier to act confident. You'll be amazed at how a new look and a new attitude can change things for the better... I still attribute a good deal of my success to my good old lucky Mr. Bubble T-shirt. But enough of giving away the really good secrets.*

*First, Sean will talk about why you need to approach, and how warm-ups and banter can dramatically improve your results.*

*Then Grant will detail some killer techniques for starting conversations and creating attraction with women in the situations you find them most often -- in the daytime, and out on the street.*

*Now, back to Sean...*

Now you have an idea what steps you can take to present the best you before you even start talking to women. But that can only take you so far.

You can have everything together in terms of style, fashion, and body language, and look like the coolest kid in school, but if you don't make the effort to talk to women, you're still going home alone. There are few things in this world that are universally true, but that's one I've found to be true time and time again.

If you want guaranteed results when talking to women, try never ever talking to them. You are guaranteed to have a perfect record of exactly

100% lack of success.

The simple truth is that despite women's liberation, *Sex and the City*, and *Girls Gone Wild*, women today are no more assertive when it comes to approaching men than they were in your father's day (in fact, if your dad grew up in the 1970's, he may have had it easier!).

**Women want you to make the first move.**

They want you to make the second move. And they will want you to make the 10,000th move. I've made a point to ask all the women in my life about this, and they all agree. They will not approach a guy they are interested in.

They may do everything in their power to send you the signals that they want you to approach, but no matter how hot they think you are, they would rather go home alone and frustrated than be the one who has to talk to you.

Now admittedly, this is unfair. How come they can't do some of the hard work? Don't they know how nerve-racking it is to walk across the coals and talk to someone you find attractive?

Actually, yes they do. But they also know that their attraction mechanism is flipped on by a man who is confident, assertive, and fun. If they have to approach you, they have already crossed at least two of those qualities off the list.

**You do need to approach them.**

But how? It can be absolutely terrifying to start talking to a pretty girl.

Why is that the case? There are all kinds of theories to explain it, but all theories are academic next to the fact that it simply is nerve racking for most men to do this.

When you start approaching, it is hard. But there are ways to make it easier. Remember, every man you meet who appears to be totally fearless and confident in dealing with women has at some point felt the same fear you have. The difference is that they have taken steps

to get good at managing it (and in some cases, making it work for them).

Here are some steps you can take to start talking to beautiful women today. This is an exercise PickUp 101 teaches in the Art of Attraction workshops, and use every time we go out to the bars and clubs with students to meet and attract beautiful women. It's called the warm-up, and it's something you've been doing your entire life.

## **The Warm-Up**

When you are on your way to a social venue like a bar, stop a few blocks away and start walking. As you are on your way, stop every person or group of people you see, and ask them if they know how to get to the place you are headed to.

Now this is the important part. Once you ask the question, do NOT listen to their detailed answer. You are not doing this to get directions, you are doing this to get talking, and get social.

You want to present yourself as a friendly, social stranger who talks easily and familiarly with everyone he meets.

Watch and observe as they answer your question. Smile. Nod. . If there are men in the groups, be friendly towards them. If there are women, flirt with them. Jump in while they are talking with bits of humor, with Banter.

## **Banter**

Banter is play. It's flirting. It's a verbal way of pulling a girl's pigtails on the playground, and announcing to her that you are fun and ready to play.

By the way... Banter is also one of the two most powerful attraction triggers we teach so pay attention. (You'll learn the other one later in this book.)

You can say things like:

*"Oh my god, you have no idea, do you? You are so fired as my travel agent... you're just trying to get me lost because you think I'm cute and you want me to go with you!"*

*You can say "wow. You are terrible with directions. We are so broken up... here I thought our relationship was special, but I'm just not feeling the love like I used to, baby. What happened to the love we had?"*

Say all of these things with a big smile on your face.

You want it to be obvious you are being fun and funny. You are teasing her, but you are not being sarcastic. This is a key point, and one that can be hard for men to understand and put into practice.

- Sarcasm is teasing where someone is weak and unsure so you can feel superior and smug
- Banter is teasing where someone is strong and comfortable so you can feel connected and fun

You can do this with everyone in your life, from girlfriends to grandmas to the girl behind the counter at the coffee shop. Get in the habit of flirting and be playful. Open yourself up to talking in a fun way and you will find yourself having fun talking.

## **Approaching in the Daytime**

You're walking down the street and you see her. She's incredible, she's beautiful and you just have to get to know her.

You know she would like you if you just had the chance to talk to her so she could get to know you. So what do you do next?

This is the situation that inspired me to want to learn how to meet and

attract women. It just got too painful walking down the street and seeing all of these beautiful women walk by me and not know what to do.

One day I finally reached the point where the pain was unbearable and I was finally inspired to take action to get this part of my life handled.

This section will deal specifically with the first 60 seconds of approaching a woman in the street so that you can have a woman start to feel attraction towards you. This information is also applicable for approaching groups of women whether they are in the street or in malls or other similar locations.

I believe there are three keys to dramatically improving your success with street approaches and I'll go over each of these in detail.

For those that want to know specific success results: on the days when I apply all three my success rate of opening women has been as good as 62% of which 80% would lead to getting her phone number and 75% of those would lead to a date.

So the end result has been about 37% of my cold approaches would lead to a date or roughly every one out of three women I approached in the street (or mall). Whenever I ignore one of these then my results are much less positive.

### **The 3 Keys To Successful Street Approaches**

- 1.** Personal Magnetism
- 2.** Precise Body Language Communication
- 3.** Pulling her into your reality

## **1. Personal Magnetism**

Let's face it - in most cases a woman decides if she wants to talk to you before you even open your mouth.

It doesn't matter if you are in a club or on the street. It happens so quickly that guys almost never see it unless they are aware that this happens and you are trained to see it.

There is a split second that she is thinking to herself, *"ok, this guy looks like he is going to talk to me, do I want to talk to him or do I want to blow him off."*

Similarly, if you are approaching a group of women they instinctively look at each other and in an instant they non-verbally communicate (almost on an unconscious level) whether they want to talk to you or not *"Is this guy cool? Do we want to talk to him?"*

So, first things first. If you want people to be drawn to you like a magnet and be interested and want to hear what you have to say then you need to learn how to become your own personal magnet.

This is actually very easy to do because you've already done it so many times in the past. However, for most people this only happens randomly. Learning how to trigger this state is fairly easy to do and once you get use to doing it, it just gets easier and faster.

### **The secret is to be FUN to be around!**

You become a social magnet by having a "fun to be around" internal state. If you are happy, having fun and in a good mood (which is naturally reflected externally in your physiology) people respond well to you and are attracted to you.

You will be like a magnet because people enjoy being around people that are fun. This is only natural because whenever you are around people in a good mood they help you get in a good mood.

Similarly, if you are in a bad mood you tend to bring others down and

people don't like to be around you when you are like that. If you have a low energy level, are down and depressed, serious, boring or in your own world - people will not respond well to you.

In the odd case that they do they do they are probably not the kind of people that you want to attract anyway.

### **How do you rev up your own personal magnetism?**

I have a ritual that I go through that helps to get me into the right state. I listen to music that gets me feeling good and happy (for me the Top Gun or Rocky soundtrack really work well). Find out what works for you. Do this before you leave the house.

Another way of getting yourself into a playful and fun state is to use what Tony Robbins calls Power Moves.

These are very simple movements that you can do with your body that automatically get you into positive, fun and playful state. Using your physiology is one of the most powerful ways of improving your internal state.

There are lots of moves that you can do. One example is to raise your hands above your head at an angle and say Yes! When you do this, do it with enthusiasm like you just won the gold medal at the Olympics and that you are the happiest man in the world. Celebrate!

Don't hold back. Do this several times. It is impossible to do this and not get into a positive state. Do this right now to get an experience of how this works.

Once you've done this, then you are ready to do pickup warm-up exercises. If you repeat this several times then you will get warmed up really fast and get yourself into really good social vibing state.

This technique is great for getting anyone who is shy or who is not usually used to talking into a conversational state which is something people that are shy by nature tend to have a challenge with (myself for example).

If you only do one of the above you will notice a huge difference in your results.

## **2. Precise Body Language Communication**

If your body language is weak when you open a woman walking towards you on the street she will oftentimes just continue walking.

I believe this is one of the biggest problems guys have when doing street approaches.

Contrary to what some people think, they don't do this to be rude or because they are bitchy but because they have a life. They have things to do and there is not enough time in the day for them to stop and talk to everyone that wants to talk to them.

### **Opening in a powerful way is critical!**

The three components to doing this are using the right energy levels, good timing and the right kind of body language that will stop them in their tracks but not make them feel threatened.

A few months ago I was in a mall with my friend. He approached about 5 groups of people and couldn't get them to stop and talk. He said it was probably because the people in this mall were not friendly or it was too late in the day and people just wanted to get home.

So, I did a little experiment. I used the same opener he was using and did it about 3 times in a row and all 3 went really well.

The only difference that I was able to notice was that I was using the right amount of energy to open them, I was opening them at the right time and I was clearly communicating to them (through body language) that I was intent on talking to them (in a friendly way).

### **The importance of paying attention**

Communicating powerfully with body language is all about calibration.

This starts before you even begin the approach and it only takes a fraction of a second.

All you need to do is calibrate how much energy is needed to effectively open her. If it is a loud or fast moving environment then you need to use a lot of energy (speak louder and be more animated).

If it is a quieter, slow moving environment then you need to use a lot less energy (speak softly and be less animated).

If the woman you are stopping is walking really fast then you will need to use more energy, speak louder and be more animated.

If you use too much energy you will weird them out and she will want to leave. If you use too little energy she will not want to continue talking with you because by doing so she would have to drop her energy level down.

Ideally, you want to go in with just a little more energy than they have. This will take some practice to get used to calibrating the appropriate amount of energy to use.

### **Timing is also important**

If you wait until she is right beside you then you've waited too long. A lot of times she will just keep walking and it will be infinitely more difficult for you to stop her once she has walked past you. It can be done - but why make things difficult.

If she is walking fast you will need to stop her sooner than if she is walking more slowly. It will take some time to learn the right timing.

Lastly, strong confident body language that communicates that you are committed to talking with them is very important.

This can be communicated very easily by taking a small step in front of them (not blocking their path but rather stepping into it slightly) and putting your hand out in front of you at about waist level with the palm facing down and pointing in their direction.

If you step too much in front of them you will scare them and they will feel threatened. Don't do this. If your hand is too high you run the risk of making them feel a little threatened as well.

Finally, you deliver your opening line - "*Hey guys...*"

### **3. Pulling Her Into Your Reality**

A new problem reveals itself when you start to get really good with doing street approaches. The problem seems to be twofold. Half of the sets that I opened well were really short interactions and the other half turned into really fun and somewhat lengthy conversations.

However, they all had one thing in common - they all came to an end too soon. It was like I wanted to continue talking with them and I could tell by their body language and how they were responding to me that they wanted to continue talking as well.

It was like there was some kind of social pressure to end the interaction immediately after they answered my question or gave their opinion. There was usually an awkward pause which was followed by them excusing themselves (we have to go, nice talking to you, hope that helps, etc.).

The solution is so simple and easy to do that I would have never thought it. Now, I think it's one of the most powerful techniques in my arsenal for street pickup that you can use in the first 60 seconds of your interaction.

The solution is to distract them out of their reality and pull them into yours.

Here's my theory on why this works and how to do it.

#### **People mostly run on autopilot**

When a woman is walking down the street she is usually going somewhere and that is what a lot of their focus is on. For example,

they are walking to the mall to buy a new purse and they are thinking about what stores they are going to go to, what color pursues they want to buy, etc.

Occasionally, someone might stop her and ask her a question. This is quite normal and everyone has a program that they go through in their head for dealing with this which is totally automatic that it is difficult for them to break that pattern even if they want to break it.

If they are walking down the street and someone asks them for the time, they give a automatic response, it takes no thought to look at their watch, answer the question and continue walking towards their goal (get to the mall) in their own reality. Like they're on autopilot and are adjusting for the momentary course deviation.

If someone asks them for directions, they stop, give directions, smile and continue in their own reality. I believe that it is this automatic response which combines with social pressure for the woman to excuse herself after a few minutes even if she is really enjoying talking to you.

The solution to this problem is to pull them out of their reality and bring them into yours. I do this by *turning her body 90 degrees or more*. This does three things simultaneously:

- 1) It takes their focus off of their goal because they can no longer see the path that they were taking.
- 2) It interrupts their thought process of going shopping.
- 3) It changes the dynamic of the interaction so that she is no longer running her automatic program of answer your question then go.

Now instead of giving a quick answer to your opinion and continuing on her way, she is now in a conversation with you and her attention is no longer on her goal. It is also like you are pulling them out of their

reality (going shopping) and pulling her into your reality.

So the obvious question is... *"How do you turn their body and pull them into your reality?"*

There are lots of strategies for doing this. I made it simple on myself and built this right into the beginning of my routine stack in the first story I tell and it flows really naturally so I don't even have to think about this anymore.

Though we teach lots of different ways to do the body turn at our workshops at Project San Francisco, a really easy way for a beginner to do this is, do it immediately after your opening line just as you start telling your follow up story.

I do this by taking a step or two to the side so that they have to turn their bodies to continue listening to my story. If you can find something to lean against to make yourself comfortable then that is even better.

### **Utilize her social programming**

Right after you get into the first story the best time to turn their bodies. This is because it is socially unacceptable and rude for people to cut you off when you are in the middle of telling a story.

A lifetime of social programming forces them to turn to face you while you tell them your story. Anything else is socially uncomfortable.

Have you ever got stuck listening to a long-ass boring story that you absolutely did not want to hear from a person you did not want to talk to but you stayed there and listened anyways? That is social programming at its finest!

Now you can use this social phenomenon to your advantage. Of course, you want to make sure your interaction is fun for both you and them.

## Step 3: Storytelling

It never fails. A student comes to one of our workshops and finds that we expect him to be able to tell an entertaining story from his own life, and stares at us in disbelief, explaining "*but I don't have any good stories to tell?*"

He may own his own business, have traveled the world, and moved here from India not knowing anyone at the age of 17, but thinks somehow he has nothing to say.

Then Grant starts in with the revolving door story, explaining right from the start that he doesn't even like the damn story (it's not really all that good). But the key is, he loves telling it because it always gets reactions, and it always gets women listening to him.

The guys start to get it. They start to understand. You are the best material. Your story is just a way to draw attention to the real show. Sean's Storytelling Generator will show you how to get started.

Your dream girl is there in front of you. Waiting. Anticipating your approach. Sending you signals all night. But she's surrounded by friends, all in a circle around her, guarding her like mother hens. How do you approach this big group and charm them all into liking you?

Easy. Tell them a story... Sean will now why this is such an important part of your attraction toolkit.

### Why Tell Stories?

People love stories. Across cultures, across ages, across groups, everyone loves a story. If you approach a group with a story to tell,

you have them interested. And if you have them interested, you have the opportunity to get the women attracted.

But how do you tell a story to a group? How do you tell a story that engages the emotions, and the attraction mechanisms, of women? How do you tell the story of your life in a way that makes you attractive?

### **Grab their attention with a 'hook' question**

Your story should have a quick hook question with an unusual topic (meaning not "*where are you ladies headed tonight*"), that will either engage opinions or get their attention.

Important, if you are probing for yes/no or one word answers, you'll want them to jump in right away with emotional reactions, not logic.

After the hook, let them reply. Banter back with energy and enthusiasm to whatever they say. You want them engaged now.

### **Now jump into your story**

This story should be as short as you can possibly make it, fast, emotional, and end with a pause and clear punch line. Then go right to banter with no segue at all. Segues are for suckers. Orangutan.

## **The Instant Story Generator**

We've even created our very own MadLibs-style story generator to get you started.

Stories are always best if you use material from your own life, and everyone has great stories. You just need to know the structure.

Just follow along at home:

Hey guys! you ever **[verb]** a **[noun]**?

*Awesome! High Five for that sassy answer. C'mon, a real high five.*

*Check this. **[I, my friend, my ex-girlfriend]** was **[fairly normal activity, preferably a little sexy]** when **[unusual thing happened]**.*

***[I, my friend, ex]** was like OMG **[emotional reaction]**! It was like **[analogy to something funny]**... [pause].*

*That's the last time I **[restate activity in funnier way]**!*

As an example... I will now write a fairly mediocre opening story in 5 minutes or less.

*Guys. Hey guys! You ever ride a dolphin? Awesome! High five for that.*

*Check this. My girlfriend was at Sea World and they have this thing where you can ride the dolphins. So she's all stoked and tries it. She jumps in, and the dolphin like whooshes her through the water by pushing her ass with its nose.*

*But when they're done, the dolphin's all rubbing against her. And it's got a great big boner. The trainer had to jump in and like chase it away with a whiffle bat.*

*Man. That's the last time she falls for that trick. Stupid horny dolphin.*

There. Weird, funny, quick. Tell it with energy, and tell it a lot, and you'll be ready to think on your feet and jump into the really fun part, the banter, when you arrive.

## Step 4: Kino

*Hey it's Lance back with you.*

*There's nothing that's tougher to do well, and smoothly, than touching women in a gentle, comfortable way.*

*I don't know whose idea it was to practice kino on each other and on students before going out to meet women, but I've seen Garrison, the nicest, kindest guy you could ever meet, just get pummeled by guys practicing how do the tap, poke, high five, and hockey check.*

*In an act of brilliant enlightened self interest, Garrison has written the following section on how to use kino properly.*

*Looking back on it, for his sake, we should probably also change some of the names of those moves. Or maybe just get him some padding and a helmet.*

*Now on to Garrison's Kino lesson...*

## How To Use Kino Properly

By Garrison Lawrence  
PickUp 101 Senior Instructor

For some reason, when I was a kid, it seemed really inappropriate to touch girls. It was a social thing in the Puritan Northeast where I grew up.

The only way to get close to them, that most of us guys could figure out, was to do the classic 'yank a girl's pony tail and risk getting kicked in the nuts,' move. While physical contact was achieved, I just don't think the benefit outweighed the cost.

Now, looking back, the thought of what it could have been like to grow up feeling physically at ease with girls is an amazing thought.

As I got older I somehow felt like there was some kind of invisible force field in between myself and other women that would zap me if I reached out to touch them. Can you relate? And yet, now, in recent years I'm continuing to learn and understand the power of Kino (kinesthetic touch).

Imagine that you learn how to drive a car. Now imagine that you learn to use everything except for this tiny little thing called an accelerator. You may know a lot about how to drive a car but unless you know how to hit the accelerator you're not going to get very far.

### **Kino is an attraction accelerator**

In pick-up that accelerator is Kino. In fact it is the other of the two most powerful attraction methods we teach at PickUp 101.

Kino is an abbreviation for 'kinesthetic,' which is the experience of physical touch.

Can you remember a time when you met someone who had an amazing way of touching you? Regardless of whether this was male or female, try to recall what it may have felt like to be touched by someone with a high vibe and a positive, welcoming attitude. Maybe they put their arm around you maybe they touched your shoulder or nudged you.

First of all, if you can recall an experience like that it means something about it really impressed you.

When someone is touching you in a positive, relaxed, welcoming way they are accepting you, recognizing you as a person, saying hello to you in a deeper more connected and sincere way, "*Here I am. Here you are. We're in the same tribe.*" Who doesn't want to feel that? And a man who has really mastered his internal frame around kino can make a woman melt.

So let's talk about how to have women feel that way about you!

## **So What Is This Kino Thing Anyway?**

Kino brings a bonding playfulness and makes it more personal. Kino is being comfortable with people, touching people. It creates a connection that is unique and allows a certain level of comfort that can't exist with someone else who doesn't kino.

Attraction exists in banter, and kino is a tool that focuses and intensifies that banter the way a magnifying glass focuses and intensifies the sun.

Imagine calling a beautiful woman a dork. BUT! - Right before you say it, you smile, put your arm around her and give her a squeeze. The difference is a whole other world.

Ok, now go ahead and just imagine calling a beautiful woman a dork. Yeah, who just turned the air conditioner up to 'frostbite,' right?

Doing kino doesn't mean you have to establish yourself as the dominant male, it just means that you are demonstrating a level of comfort that makes people feel at ease.

This is the secret of kino when done correctly! And it shows your level of comfort with women, so they can experience that same level of comfort with you.

## **Why Physical Communication Is Everything**

In case you haven't heard, the act of speaking is less than approximately 10% of actual communication. The other 90% are forms of non verbal communication. Body language, internal attitude and of course kino.

Kino communicates much more than you could ever verbalize because "words are cheap but actions speak." Good kino tells others that you're playful and you are inviting them to play with you. Women love that.

You're treating them as an intimate friend and not as a stranger. And when you treat them as a friend they relate back to you the same way.

The paradox of the whole thing is that in order to get the desired response you want from a woman (and this includes everything else in your life) you must first be that response in your own self.

In other words, if you want a woman to be lighthearted, welcoming and fun upon your approach you must first be that yourself. And the strongest way to create that response is to first express it to her through kino.

### **We are always communicating!**

Even not communicating is a form of communicating. If you're not doing kino you are communicating that your not comfortable touching her. Period. And you can't expect a woman to want to sleep with you if she feels that you aren't comfortable touching her.

When a guy does kino he is communicating that he's not afraid to go for what he wants. He is showing that he knows how to touch women. If he does it well he will create sexual tension, and ALL women want to feel that.

Imagine this: You go to a bar to meet your girlfriend. Imagine that from across the room another woman watches how comfortable you are with her.

She notices how easily and naturally you touch her. She notices how comfortable with you are with yourself.

She sees that you're comfortable because you act as if the deal is sealed and there is no hard work to be done. There is no hesitancy. No sense of doubt or insecurity. It is clear that you own the space.

The trick is simply this: Act that way with all women. And in turn that will raise your social value with all the other women in the bar!

Now imagine that same scenario with you at the bar with your girlfriend and the woman across the room is watching you. But instead

of touching your girlfriend you stand there, holding your drink and having what looks like a very intellectual conversation. Pretty different feel, huh? Social value raised? - Not a chance.

Having other people see you as someone who touches others will also lower any resistance they might have toward receiving touch from you. They can already pick up that you are a naturally touchy person and they don't attach much meaning to it when you touch them.

### **You Can Create An Amazingly Powerful Response Using Kino**

Keep in mind that touching others is totally natural and we all desire it. A few hundred thousand years ago we were all hairy monkey people who would spend the day climbing all over each other and yanking gnats off of our friend's heads without a second thought.

My point is simply this: learning to get back to the place where touching is ok and done correctly is so important that when we do our PickUp 101 programs, we actually bring women in so that guys can get direct feedback on honing their kino skills. Women definitely notice when a guy doesn't touch enough, or when a guy touches in a creepy way.

## **11 Little Known Secrets About Touching Women**

- You only have a few seconds to establish who you are and it is imperative that kino be a part of that.

There's nothing that kills attraction more than going 5 minutes without touching her. You are communicating that you have a boundary you are afraid to cross.

It eliminates a level of connection and makes everything more boring, like it's a job interview. Most guys who are good with women will agree that when they started out they didn't realize how appropriate it was

to do kino right away. They also agree that the majority of girls are more ok with kino than most guys would think.

- Making Kino into a sexual advance will make people uncomfortable. You want her to think of you as friendly, not horny.
- Being uncomfortable with your own kino will instantly translate to the target. If just for a micro second there is hesitancy in your kino they will sense it. Even NASA doesn't have instruments as highly attuned as women when it comes to feeling out your vibe.
- Putting an arm around them and holding it for too long can be awkward if you're not paying attention to how she responds. It's all about calibrating in the moment.
- Don't get stuck doing the same kino over and over. Giving her 10 hi-fives or touching her arm in the same place over and over is gonna get old fast if not really weird.
- Too much kino is bad, it's important to allow them space, don't over do it. It is important to 'calibrate.' In other words stay present and aware to how your target is responding.
- Take an inch don't take a mile. If you take their hand let go before they do, implies that you aren't needy and it also shows that you're leading.
- Seeking approval when doing kino by looking at your hands or by being self conscious about it.
- Trying to read them, by watching them closely while you are touching them is a poor measurement technique, not to mention super awkward. You might as well be wearing a white lab coat when you do that.
- Doing kino without being playful. This is huge!

Think about it, no one wants to be touched by someone who is really serious. Ok, think of someone you know who is super serious, maybe your science professor from high school. (Yow, I gotta shake off the

jibblie-jibblies just thinking about it.)

Now think of someone you know who is really fun and playful. Imagine someone you know who really makes you laugh and when you do laugh they give you a little nudge or touch your shoulder in a way that feels natural in the moment.

Who would you rather be touched by? Kind of a no-brainer. If you're playful and fun and consistent you can get away with a lot.

- If a girl starts touching you more than you are touching them or surprisingly early on in the interaction and you don't push them away (gently) it allows them to steal/control the frame. They are extending a form of feminine dominance into the group by owning your space. By pushing them away verbally/physically and playfully (and I emphasize playfully for all our rugby enthusiasts out there) you are taking it back.

## **The Frame You Should Have For Successful Kino**

What do people want? People want to enjoy themselves, bond with other people, listen, feel heard and feel good. Kino is a big part of creating those positive feelings. If Kino is absent then people will feel that something is missing but they won't know what it is.

When you approach, your attitude should be that you see them as a cool person that you are happy to just connect with. Again, imagining they are your little sisters is a good frame.

In case you didn't know most American's have a personal space barrier. A friend of mine who is a great PUA approaches kino from a European perspective where being touchy and feely is just an accepted part of the culture. Consider putting yourself in a European mindset.

**\*Side note\*:** I'm writing this article in a Starbucks in San Francisco. Cute woman making the drinks / I bypass the cashier and go right to her / playful banter / pinky shake / a little more banter / knuckle press = FREE mint mocha chip coffee blend! Not even evil corporate entities can match the power of kino!

## **9 Simple Tips To Grow Your Kino Skills**

- 1) Practice on women that you already know. Practice touching people without looking at them. Men, too, but differently. high-fives, stuff like that.
- 2) Take Salsa lessons or some other activity where touching is encouraged. Salsa is great because it helps you get used to touching and leading women.
- 3) Create a new identity for yourself as someone who is very touchy.
- 4) Actually get a girl-friend who will officially/agree to be your practice buddy for the purpose of practicing your kino when you hang out. This takes some balls but if you're lucky enough to have a girl-friend who will do this for you, you can learn a lot and super fast.
- 5) Start touching everybody. Become a touchy person. That's who you are, you are a person who touches people.
- 6) Have a friend pay close attention to how you do with groups your kino and give you feedback.
- 7) When you are talking to a woman in a loud bar practice pulling her close to you.
- 8) If you have a routine, actually put the kino into your routine just like stage directions.
- 9) Hang out with cultures that are very touchy. In every major city there are communities of people from different cultures. For example, a friend of mine in Boston loves the French culture and regularly attends events at "The French Library."

## Different Types Of Kino You Can Use In Pickup

There's countless things you can do. Here are just a few. We cover a lot of these in our PickUp 101 workshop.

### Different Types Of Kino You Can Use In Pickup

- Pokes
- high-fives
- Push away
- Playful caress
- Pinky shakes
- Several variations of handshakes
- Spin them around
- Twiddle fingers handshake
- Caress wrist
- Hip check
- Shoulder check
- Fist knock
- Hand on side as you talk with them
- Spanking
- Hugs and ultimate hugs
- Hair pulling
- Sniffing
- Push pull tactics
- Thumb wrestle
- In rapport / touch the back of their neck
- Put their hair behind their ear – communicates that you're comfortable with them.

### Powerful Kino Example

When you touch them before you even talk to them it accelerates everything because you are immediately separating yourself from the pack. Then you can increase the frequency by stacking the kino (mixed with banter) on top of itself: high-five, poke, hip check, shoulder

bump, turn her around, look at her hand (palm read) etc.

Imagine this: Even before speaking, open the group from behind with a hand on the shoulder and turn them around.

Warning! Do this incredibly gently with a warm, gentle, strong hand. This is something we teach in workshop so guys really get it. Even before you speak it communicates that you are strong, comfortable with yourself and it sends all the right signals.

### **The Quick and Dirty Way to Calibrate Kino in the First 3 Minutes**

If you go to high-five her and she is really slow to respond, the speed and energy level by which she reciprocates will also let you know how open to physical communication she is.

If she gives you a good solid high-five then you can immediately know she is playful, fun, interactive, enthusiastic.

If she gives you a slow, limp wrist high-five it means that she is more reserved and needs to be warmed up and you should work a little slower.

You can also tell a lot by proximity, if you touch her and she moves further away, you're doing something wrong, perhaps moving too fast. Learn to watch her body language and you will see everything you need to know.

Kino is essential to the first few minutes. Practice it in every interaction and you will notice that people will become more accepting of you and women be more at ease in your presence.

## Step 5: Testing For Attraction

*Lance here again.*

*This is the one that no one seems to learn without help.*

*I can't tell you how many guys have come through our workshops and had to deal with a barrage of comments when we take them out: "Dude, that chick was into you. It was so on. Didn't you notice? How the hell did you miss it?!? What the name of James Tiberius Kirk is wrong with you?!?"*

*Of course, it's easy to fix in a gentle, encouraging way, when it's a student who's dealing with this issue. When it's an instructor (ahem, Sean), then sometimes you just need to kick him in right in the arse and send him back in.*

*Daniel explains here how you can know for sure when she's into you.*

A few months ago, I was chatting with Lance when he asked me "you know how to tell if a woman is attracted, don't you?"

'Of course,' I thought to myself. 'You just look at her and you know... I guess... Actually, I would probably just pay attention to her body language, the way she touches me, how much attention she gives me, the way she flirts and laughs, etc... But, is there one simple sure fire way to find out if she was attracted? - not that I know of... ' ...I kept thinking.

Thankfully, Lance interrupted my thoughts with a simple answer: "you touch her hand."

Oh. Ok.

I was already holding girls hands, but often randomly, and without

intent. Immediately, I went to work field testing this as a technique. Every girl that I liked, I would take her hand and feel her response. I was blown away by the results. More than a test of attraction, more than an opportunity for kino, more than a signal of interest. It was a gateway into an entire hidden language. A secret conversation.

### **The Secret Conversation**

There is a whole language of hand holding

- There is a cold, business like hand holding.
- Some girls just rest their hand in yours limply.
- Some girls will pull away or not even let you touch their hand.
- Place your hand in hers. If she wraps her hand around yours, she is saying "*I like you, this feels nice*". You can wrap your hand around hers too.
- You can give her a squeeze. Does she squeeze back?
- You can play with her fingers, you can tickle her palm. You can hold her pinky with your index finger.
- You can swing her hand playfully like a little child.
- You can playfully push her hand away.
- You can interlock fingers.

There is a whole language describing different levels of intimacy, comfort and attraction. Obviously, I can't detail the language through written words. But if you go out and play around with this, you will learn the language.

If you do something she doesn't like, she will usually pull her hand

away. If you do something she likes, she will squeeze.

It's a conversation that can continue throughout the whole night. You can let go of her hand, talk to her friends, move around... and then come back to the hand, to resume the conversation. And this is a conversation that a woman will understand. She will follow the conversation, and she will remember what you "said". You will remember what she "said."

## Step 6. The Day 2 Close

*Finally! We're near the end.*

*Are you overwhelmed by information yet? We have a running joke about our workshops... the three days of Art of Attraction really are just all about the first three minutes.*

*We're thinking of stretching that out, and having Nate run a program called "1000 Days on the First Nanosecond." We don't want to miss any of the really good details!*

*But once you've gotten all those pieces in place, well now it's time to fulfill this girl's fantasy, and tell her how you will be getting together.*

*I'll let Daniel explain.*

## 9 Steps To A Solid Day 2 Close

by Daniel Johnson  
PickUp 101 Instructor

It seems that a common sticking point for a lot of guys is that they get talking to a girl, things are going well, they like her, and then they just say goodbye.

Or other times, they get her number, or even set up a date, but the girl never shows up, and nothing ever happens.

Fake numbers, flakes, girls losing interest, excuses: *"I'm busy washing my cat."...*

Our goal here isn't just to talk to women and then never see them again. It is to meet women and be with them. So, let's talk about how to make something happen beyond the first encounter.

One option is to just say goodbye and hope you will see her again. Unless she goes to your college, or sits two cubicles away from you at work... you WON'T see her again. So, forget it.

Now, a lot of guys realize that they have to do something, so they get her phone number or email. And then they'll get excited because they think they just scored with that girl. You "got the digits" – you're money, you're The Man. Right? ...Wrong.

### **Phone numbers are wood!**

Guys who know what they're doing with women realize that phone numbers don't mean anything. Numbers are wood. Girls often give out their numbers (or even fake numbers), with no intention of ever seeing the guy again.

Simply getting her contact information leaves a lot of work to be done on the phone (or email.) You'll be stuck wondering if she will pick up the phone, if you should leave a message, if you should wait three days, or five, or seven. Just how money are you?

You won't be sure if anything will ever come of it. Just getting a phone number should ONLY be done when there are serious time constraints. If you only have 3 minutes to work your magic, then go for it - at least you can try. Otherwise, never settle for just a phone number.

### **Venue change and isolate when possible**

Another option is to continue the interaction, and ideally, get her home the same day you meet her. Venue changing and getting her to an isolated location will be valuable for a number of reasons (one obvious reason would be if she was only in town for a few days).

However, it's very common that a guy doesn't have the time or the means of getting her to an isolated place the same day. This is a great option, but it's a topic for another discussion.

### **Make solid plans to meet again**

So, if you want to end an interaction with a woman and you want to

see her again, the answer is simple: Make solid plans to meet again.

We'll call it a "day 2", since we don't want it falling in to the stereotype of a date. This includes plans for what you're going to do and when you're going to do it. And, of course, it includes getting her phone number.

I'll let you in on a little secret that all successful guys have learned... after you've made plans with a woman, it will be obvious to her that you need her number, and she will NEVER refuse it.

The goal is to set plans when your with her that are so solid, that she will show up at the next point in time when you meet again. Then, the seduction will continue. But, if you can't cross the gap in time you won't be able to continue.

When I've made solid plans for a day 2 with a girl and I've done everything right, I can almost guarantee that she will show up. When I'm done, I won't be left wondering what's going to happen, and neither will she. She won't give me no jibber-jabber.

Setting up a day 2 is so much better than settling for a phone number. If you can't convince her to meet you in person... how will you be able to do it over the phone? You'll have her in front of you, and you can judge her reactions. The better you get at calibrating a girl's reactions, the better you will be at making sure she is committed to meet you again.

## **Why Do Girls Flake?**

In order to eliminate flakes, it's important to know why girls are flaking. I basically see four reasons:

**1) They were never really convinced, or never really committed to it.**

Often people agree to something, but don't really intend to do it. Maybe, she likes the day 2 plans at the time, but later she will forget about it, or forget why she said yes. The fact is she never really

intended to go. Or, she could be lazy and when the time comes to meet you, she just feels like staying home instead.

## **2) They talk themselves out of it.**

Or more commonly, their friends talk them out of it. She may really like you when she meets you, but later her logical mind kicks in and she convinces herself not to go.

Some girls may get nervous, or feel like it's a hassle to get all dressed up and go out. Or it may be that the attraction she felt fades away, and she doesn't have a logical reason why she was attracted to you. Or, their social conditioning will kick in (I can't go out with some guy I met at a bar that night. He was probably drunk, etc... I don't even know who he is.) Her friends may also say any of these things to her.

Never underestimate the influence of her friends.

## **3) Something really does come up.**

When this happens, you can usually tell. The woman will be apologetic, and want to set up another date. Often this is really good, because you can set up a better date, or make her commit to paying for it or making it up to you in some other way. If she isn't willing to reschedule AND make it up to you for flaking... then it's probably not really a genuine flake.

## **4) She met another guy in between your first and second meetings.**

This could be because she is really hot and meets lots of guys, or it could just be really bad timing.

When addressing the sticking point of flakes, it's important to understand these reasons behind flakes. Addressing them when the woman is in front of you will ensure that she shows up for the day 2.

## The 9 Steps of a Day 2 Close

This is the basic pattern of any good day 2 close. There may be some variation, but usually all of these steps will be present in some form.

**Step 1: Before you set up the day 2, it is important to make sure you have generated enough attraction and enough comfort.**

You must test this, and there are many ways to test. It can be done non-verbally: does she respond well to your touch, or is she touching you back? Is she making strong eye contact and paying close attention to you?

Or, this can be done verbally: you can say something like *"we've got a really great vibe going."* If she looks away and meekly says *"uh...yeah, I guess,"* then you know she isn't ready yet. If she looks into your eyes and warmly says *"yeah, totally,"* then, you know she's ready.

The first step is that you must have enough attraction and comfort. If you test her, and think that she isn't responding well enough. Go back a step and keep chatting her up, then test again later.

In general, you always want to test to see if you have enough attraction and rapport. This doesn't mean that she has to be in love with you, but she must be excited enough to take the next step with you.

When testing her, it's better to know that she's not interested now, while she's in front of you, than waste time waiting until later. A lot of guys might not test a girl because they don't want her to say no. But, really you will save yourself time and energy by finding out sooner.

**If you are getting bad numbers, or a lot of flakes, the problem is that you either didn't have enough attraction or enough comfort.**

For most guys, the problem is not enough attraction. They didn't distinguish themselves from other guys. I met one girl and when I called her later she said that she was actually just new in town and wanted to make some friends. In the end, all she wanted was a friend, and we never actually met up.

Sometimes there is enough attraction, but there is not enough comfort. This happened to me recently when I was under time constraints and the girl told me she was a bit of an introvert and didn't usually talk to strangers. She just didn't know anything about me. If I had more time, she would've become more comfortable.

Basically, if you test and find that she is not attracted enough... go back and do more attraction. If she doesn't feel comfortable, then build more comfort and trust.

Don't push for a phone number or a day 2, but keep gaming her and then test again. Make sure she wants it.

When you offer opportunities, and suggestions, you can gauge her reactions. Don't expect her to jump up and suggest the day 2 (although, sometimes she will do this). It's the man's job to lead, so don't be too vague and wishy-washy.

On the other hand, you don't want to be so explicit that she ever has a chance to say "No." Instead, you are giving her a chance to shrug or give an un-enthusiastic "alright." If she has to verbalize "No," it will make the job of changing her mind very difficult.

So remember to test!

**Step 2: Once it seems that she is attracted to you, and you are attracted to her, you want to suggest a second meeting.**

Find a commonality or some kind of excuse for a second meeting. An

example would be if she says that she likes art, I would say *"oh, I'll have to show you my art sometime."*

In a way, I'm still testing her attraction. So, pay attention to how she reacts.. If she excitedly says *"yeah, I want to see it."* – good. If she just says *"hmmmm... I'm sure it's very nice."* - bad.

If you are having trouble finding commonalities, you can throw out a generic *"hey, we should hang out some time."* Or *"This is a great conversation, we'll have to continue it another time."*

You should now have a pretty good idea where she stands. If she's not showing interest, go back and generate more attraction. If she responds well, you've already suggested a meeting and you can keep going. You can also dive deeper into your commonalities to get her more excited about meeting for that reason.

Having an excuse to meet again will help because it will flow naturally into the conversation, but it will also eliminate a main cause of flakes. It will give her an excuse to tell her friends, and to tell herself. She can say *"yeah, I'm going to see his artwork."* While really in the back of her mind, she knows why she is really going to see you.

Something else that I might say at this point is something like: *"You know, I go to bars, and I meet a lot of people. And sometimes, I might meet them later, and they're all weird and stuff. But, it's rare that I ever meet anyone that I connect with like this."*

This Gives her the feeling that this is a special case will eliminate the objection that she can't go out with some random guy she met. Overcoming this objection before she ever mentions it.

**Step 3: Now it's time to find out when she is free.**

Ask her "what are you doing Monday night?" "What are you doing Tuesday?" Wait until you've found out when she is free before you tell her what you're doing.

Don't tell her about a great thing that's happening Tuesday, and THEN ask her what she's doing Tuesday (If she's busy on Tuesday, you've wasted your time.) So, find out when she's free first.

Lance uses a fun routine for this:

**You:** *"What are you doing Friday?"*

**Her:** *"Nothing"*

**You:** *"Oh..."* \*pause and wait for her to speak\*

**Her:** *"What are you doing Friday?"*

**You:** *"I'm busy."*

**Her:** *"Doing what?"*

**You:** *"I've got a date with you."*

You don't want to let her think that you're never busy, or that you'll cancel any plans to meet with her. Don't tell her, *"well, I'm free anytime, so we can do it whenever you want."* – even if this is true. And you want her to know that your time is valuable and you don't tolerate flakes.

If you ask, and she doesn't have any free time, or there is no time when you two can meet, you may need more attraction still.

One option is to call her on it. Bust on her for not being able to commit. And keep persisting until you find a good time. If nothing works, you can make plans to do an indefinite something and set a definite time to call her, but this will inevitably be weaker.

**Step 4: After you've found an excuse to meet, and you've found out when she's free, it's time to sell her on the day 2.**

You don't have to make it sound like the most amazing dream date ever, but you should describe it with enthusiasm, and make it

enjoyable. Have something planned and describe it well.

If you are going to a café, tell her that *"it's this great little café near my house and they get the best coffee beans imported, and it's a cute little older couple that owns it, etc. etc..."*

If you aren't excited about the day 2, then find something more exciting. She should be excited. Remember, you don't want her showing up just for some fun activities, you want her to be meeting YOU. So, set it up as a fun time that you two will have together.

Tell her what you're going to do and get her imagining it. Give her lots of details. Get her to really think about what you are going to do. And, when you talk about the day 2, use the word "we."

Another key to eliminating flakes is to really get it into her mind, because this will make sure that she sets her intentions. Take her mind into the future and imagine the day 2 together.

Here's an example (credit: Grant):

*"We're going to be walking through the park, and it's going to be windy... And you'll hair will get all messed up, and you'll ask me if it looks alright. I'll say "yes", but actually you'll look like a total dork."*

Don't ask for the date, don't ask her *"do you prefer coffee or dinner?"* and definitely don't ask her *"what do you want to do?"*

Don't bumble through it like you have no idea what you're doing. Tell her what's going to happen. And when you're done, she should know what to expect. Tell her what to wear, and when to arrive. Tell her that she'll have to buzz the front door, tell her what to say when she sees you next time.

Grant has a great little routine that adds details in all the right ways...

**He'll ask:** *"What kind of perfume do you have?"*

**Her:** *"Chanelle, etc.."*

**Him:** *"Wear the Chanelle."*

To help the process of getting the day 2 into her head, have your day 2 planned. Know what you're going to do so that you can really describe it for her. Have this written into your routine stack, if you have one, so that you know what you're going to say.

Make it sound fun and exciting and get her feeling the excitement. This shouldn't feel like you're overselling, but rather just showing enthusiasm for something that you know will be fun anyway. Make sure she knows what's going to happen, so she feels the excitement and visibly wants to meet up with you.

Make sure you have a good day 2 planned. I'm not going to go over what a good day 2 is, but if it is too difficult for her, or requires too much commitment from her, then get a new day 2 plan.

If it's too easy for her, she might be more likely to flake because she's thinking it's not too important. You want it to be just right. And, always bring her into your reality.

### **Step 5: Get her to agree to it!**

Now, this is where you really want to test her. Make her say, "yes, I'll be there! I can't wait to come!" Make her say it with enthusiasm. At this point, it's better to get her to say no, or to express her objections, than to have her flake. A lot of guys won't test her, because they are afraid she will say no, but it's better than her not showing up.

Don't accept a weak "ok." Cancel the plans, if she won't commit 100%. Tell her that you've changed your mind.

This is good for two reasons... One, it will save you the time of waiting around for a girl that MIGHT show up. And two, it will show non-neediness and scarcity that will often generate more attraction and actually motivate her to commit.

A high value guy doesn't want flakes because he doesn't have time, so if the girl isn't really committed, a high value guy will not bother. Demonstrate this. Don't be afraid to turn her away.

I met a girl recently, and I set up a day 2 and got her contact information. As I was saying goodbye, I told her to kiss me on the cheek. She refused. So, I started thinking "if she refused a kiss on the cheek, then she is going to want to go slow, or waste my time."

So, I took out the piece of paper that had her phone number on it, and I started crossing it out. I told her that it was off. (Of course, I was smiling and being nice about it, but I was also very serious.) She quickly came after me... "no, no..." and, she gave me a great kiss.

Needless to say: she arrived very enthusiastically at our day 2. She knew that she should appreciate the opportunity.

**Step 6: Yes, finally, you get the digits.**

Ok. Once you've tested and tested again to make sure that she is attracted to you, and feels comfortable with you. And you know that you like her. And, she has committed to a day 2 with you. Finally, you can get her phone number... At this point, it's almost assumed. She will have to give it to you.

You don't need any tricks or special lines... You just tell her: "*Alright, what's your phone number?*"

Assume she is going to give it to you, because it is obvious that you will need it. If she doesn't want to give her phone number now, something is wrong.

If she doesn't give her number, go back a few steps and start again. She might not give you her phone number because she lives with her boyfriend, or she has some other legitimate excuse. Be sensitive of this.

However, if she just doesn't want to give you her number, be wary of a flake.

**Step 7: Once you get her number, call her right there.**

First, this will ensure that you got the right phone number, and second she will have your number on her caller ID.

A favorite routine that we teach in our workshops is to call her right there and have a conversation with her on the phone. She will be right next to you of course. Tell her that she must be excited when you call.

Have her practice enthusiastically saying *"Hey, Daniel... Wow! I'm so happy you called!"*

Make her say this, or make her express some enthusiasm and excitement. Even if she is partially faking the excitement, it will help her convince herself that she is excited.

Have a short phone conversation with her and tell her *"ok, now we've got our first phone call out of the way, so next time it won't be awkward."*

**Step 8: Recognize her social group.**

Remembering why women flake, we want to appeal to her social group.

There are two approaches you can take. One, if she is with a boyfriend, etc. Be super discreet, and show her that you can be discreet. Have her tell you her number and memorize it, and don't whip out your cell phone in front of everybody. Be smooth.

On the other hand, if her friends all like you and want to help her, then be very explicit. Tell her friends what you are doing. You can even ask them if it's ok. Her friends will love this, and then they will be pressuring her to go out with you. Great! Now she has to show up.

Tell her that you will call to confirm the day 2 plans. If you tell her that you are going to call, then you won't seem needy or nervous when you do call. She will expect it. You can even schedule a time when you will call. If she flakes on your phone call, then you can bet she will be likely to flake on the date.

**Step 9: Always follow up with her to confirm.**

You can call or send text messages. If she is a more socially active girl, you might want to call more often because she probably meets a lot of guys and might forget about you.

For example, you could set a day 2 for ten days in the future, and then call her every four days to keep in her memory. When you call, don't just confirm, but add some additional information. (*"oh yeah, and make sure to bring a bottle of wine. Etc..."*)

If you are concerned about her friends talking her out of it, you can call her and use this super-powered routine (credit: Lance). State her objection before she can.

*"It's too bad... All of my friends were totally teasing me that I was planning to go out with some girl I met at the supermarket. And, I'm asking them 'what, like a singles bar is so much better?' Anyway, they're all trying to talk me out of it. Etc..."*

Follow these nine steps to ensure solid plans for your day 2. If she doesn't respond well at any step along the way, go back and chat her up some more, then try again.

### **Wash, Rinse, Repeat**

Don't be in a hurry to do all of this. Tell stories in between, etc... take your time and let the plans develop naturally.

If you go too far, and she actually says no, you'll have to change her mind, and it will be much more difficult. At any rate, always persist. She may not be ready yet, but try again and she may change her mind.

And, let's face it... no matter what you do, and with all of this help, you will still get occasional flakes. The most important thing to remember is not to take it personally.

It's not a rejection if the girl doesn't show up. It just means that you won't have to waste any more time on a flaky girl.

Practice setting up day 2s to get better. Plan your day 2 ahead of time so you know what to say, and if you're not sure it will work, then try it on lots of girls.

Get a feel for when you can use it and get a feel for how flaky the girl is. Try every time until you can really calibrate whether a girl is going to flake.

Always persist, and build your calibration skills until it becomes second nature.

## More About PickUp 101

### Testimonial - A Womans Perspective

Sean here again. Well, that's about it. Now you know the Six Steps. But just in case you're still not convinced, we've got one more story that may surprise you...

A reporter from a local magazine was assigned to review the PickUp 101 Art of Attraction workshop.

Her mission: write an objective article about this whole mysterious business of men paying good money to learn what many people just assume comes naturally.

Ironically enough, the reporter was a super-cute, smart, sassy young woman, very familiar with the social scene in the city, so she, more than anyone, had reason to be skeptical, if not completely wary of the whole thing.

This is what she had to say about the process, and the changes she saw in the men at the end of the weekend.

*"Initially, my first reaction to the idea that there was this group of pick-up artists teaching skills to men who needed help attracting women was extreme skepticism. I have to say... they are truly helping men... the fact that they are turning around to help clueless men, and believe me there are plenty, is truly a good thing.*

*When I spent time in one of their courses I decided to go ahead and write an article about what they are doing. In the beginning of the three-day workshop I attended, the students were nervous, meek in disposition and I couldn't imagine them having any sort of successful interactions with beautiful women.*

*But I watched as they quickly transformed into comfortable, confident and likable guys. By the end of the workshop I was shocked to see such progress.*

*If their students walk away from their workshops with a boost in confidence, then they have definitely been successful. Because having tools and a foundational understanding of how to be an attractive man can be learned from these guys, but it's also having the confidence to follow through in order to be successful with women. And from my experience with PickUp 101 students, that seems to be the case."*

- Kristin

You can read Kristin's article detailing the whole Art of Attraction Workshop at:

**PickUp 101: Master pickup artists teach the secrets of "The Game"**

<http://xpress.sfsu.edu/archives/magazine/004723.html>

## Where Do I Go From Here?

Now that you understand the 6 key steps that will take you from not knowing a woman to setting up a solid day 2 close, you may be excited to go out and start using this right away.

And you should!

Start simple by practicing the kino tips you learned, so you'll become comfortable with touching people and communicating that way.

Create a fun story using the instant story generator then tell it to people. Use it on any women you know to get practice in so you'll get good at it quickly.

At some point though you'll need to practice on women you don't know at all, because that's what this is all about... you dating more women of your choice.

So you'll need to start meeting new women, and that means you'll need to approach and to get her attracted enough to you, to want to meet you for a day 2.

If approaching women is a challenge for you, or you have problems getting women attracted to you on a consistent basis, then here are some further resources you may find quite useful...

### **Surefire Attraction Secrets: The Essential Skills Of Attracting Hot Women**

This almost 4 hour long audio program is the starting point for anyone serious about attracting an endless stream of hot women into your life. 'Open' groups flawlessly, 'Banter' your way into her heart, and control the group dynamics with engaging stories from your own life...

[www.pickup101.com/attractionsecrets](http://www.pickup101.com/attractionsecrets)

## **Art of Attraction Intensive Workshop Program**

If your problem is with opening conversations or getting women instantly attracted to you, then this is the program for you. Embarrassingly simple secrets taught step-by-step, instantly unleashes the power of attraction hidden inside of you, without buying a new Porsche, without having to develop 'abs of steel', or spending hundreds of hours in bars and clubs!

Find out why men travel from all over the world to take this fully guaranteed program on how to **get women attracted to you in less than 3 minutes**, and why not one of them has EVER asked for their money back.

[www.pickup101.com/artofattraction](http://www.pickup101.com/artofattraction)

## **Day Game Bootcamp & The Art of Rapport**

This is the program where you'll learn, how to rapidly bond with a woman in a way that 'sweeps her off her feet'. She'll all but seduce you when you know how to build this kind of deep rapport quickly.

Plus this is the only program where you'll **learn both Direct and Indirect** methods of approaching women. If you've studied pick-up and seduction, you've likely encountered the heated debate about which is best. The problem is that's the wrong point of view. What's important is which is best for the situation and your personality.

You'll learn both ways, and the spectrum in-between, since we believe a true 'ladies man' should not be limited in what approach he can use in any given situation.

You'll also learn how to create a fool proof day 2 routine that sets you apart from any other guy she's met, and you'll learn the secrets of effective day time pickup. All field work is done in everyday situations such as malls, street, grocery stores, and cafes.

[www.pickup101.com/daygame](http://www.pickup101.com/daygame)

## **What Women Secretly Wish You Knew About Fashion... But Will Never, Ever Tell You To Your Face!**

Save months of time and thousands of dollars while developing your own style to attract the kind of women YOU are interested in. Assess and accentuate your best features, while demonstrating an understanding of the 'Female' language of fashion. Whether you want to be Mr. Clean or break the rules, everything you need to look great is in all in here. Make the right first impression every time.

[www.pickup101.com/dressforsuccess](http://www.pickup101.com/dressforsuccess)

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