



Alpha Sexual Power System Volume 3

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R.E.A.L. GAME



Sexual Psychology - 4

Gratification rules, we are talking about sexual psychology, what are gratification rules? Well, these are the rules that we work by that allow us to feel like we've accomplished something or that we are gratified that we've satiated ourselves. There is pain and pleasure. They are primary gratification rules that we all work on.

Pain, I consider pain to be a 100% more motivating than pleasure, and for the simple reason that, well, first of all, it's a moving away in most people. If I understand this correctly, I believe that most people are moving away in terms of their filter, their perceptual filter that we talked about earlier. We move away towards pain much more readily and much more actively than we do moving towards pleasure. When we are in pain, all of our other motivations just shut down because we are in pain. Your body and your mind, they are totally constructed to be a pain avoidance mechanism. So we seek to avoid and move away from pain at all costs, even if it hasn't been experienced yet. If we think it's coming, we are going to try to avoid it.

We become blind to any kind of rational thinking when we are in pain, and the big thing we are thinking of, of course, is the pain of not



having any sex. That is a real, legitimate pain, because sex is a primary drive, a primary motivation for human beings.

You maybe familiar with Maslow's hierarchy of needs where they talk about you have this base need for food, water, shelter, and on top of that with all these other needs are layered on top, and having sex and procreation is right there after the whole needing food, shelter and water. But at the top of that pyramid, after you've got all those other things done, that's where actualization with self-growth comes in. Now, the unfortunate things is for a lot of guys right now, in order to get that sex they desire so much, they have to jump to the top of the pyramid.

This is a big revelation if you think about it. Maslow's hierarchy of needs says that you can't get to those higher levels on the pyramid until you get those other levels taken cared of because like if I'm starving right now, I really could give a shit about what kind of self-growth class I'm going to be going into next week. I've got to feed myself. I've got to survive. Survival comes first.

Then considering that sexuality and the ability to have sex and sexual connection and then emotional connection that we have with people is also a very basic need. It comes right after that. How do I get to the point where I get that stuff when I need to go right to the top of the pyramid and start figuring these things out and learning them as



skills? It's a difficult jump to make, to jump to the top to get to the lower layers, and this is why you have to find ways to kind of satiate those needs to get yourself gratified before you can get to the levels of learning.

Okay, this is a really important distinction here for you guys to understand this. It's going to be a big aha for you. If you are in a constant state of pain, you are not going to be able to see. Because you are blind to rational thinking, you are not going to be able to see the things you need to see.

Okay, pleasure, how is the pleasure principle works? Well, it motivates, but it's not as strong as pain is, of course. Pleasure motivates us as we are moving towards value, but it does not motivate as nearly as much as pain does. The result is this, if you give a woman a result she wants, she's going to feel value from you. I'm turning this pain-pleasure principle and gratification rule around in a way that you can leverage for more connection with women.

If you can give a woman a result that she's looking for, whatever it may be, whether it's a realization, whether it's a fun interaction with her, whatever it may be, she's going to feel there is value in that interaction. This is how you communicate value to a woman by not being focused on being higher value. Okay, a lot of gurus, a lot of seduction experts are constantly telling you to be a higher value guy.



There is some validity to that, but unfortunately, it becomes way too big a focus for most guys.

You want to communicate value to a woman by giving her results she's looking for, where she can feel the value. If she just sees a guy that is "higher value," yeah, there is some attraction there, some desire, but it's not real for her. In other words, the second you are out of her sight, she can forget about you and there is no value anymore. The value she feels she now can move towards and understand. Not getting that value becomes pain that she will experience, the pain of withdrawal, the pain of you not being there. I hope you understand that difference. That's really distinct too. Oh, and all other value that fake will not work nearly as well as giving her that value.

Let's go to the example, a gas station. The normal price for one gallon of gas, let's say it's \$3.50. God knows when you are watching this it could be \$10, who knows? But the normal price for a gallon of gas is \$3.50. Now, I give somebody an offer #1 as I'm trying to market my gas station and I want to give somebody a special offer so they come and get my gas, and I say, "You know what? Come on to my gas station and I will give you ten gallons of gas for \$31.50." Okay, well, they work out the math and they can figure out that, "Okay, ten gallons times 3.50, that's \$35. Subtract 31.50, and that's 3.50 I'm saving." They have no real obligation to take you up on that. There is nothing that really makes it urgent. It doesn't make it very



interesting for them. It's like, "I'm getting a little discount and 3.50, big deal."

Let me give you special offer #2 in contrast. My gas station, I'm going to market it this way, "One gallon free, no strings attached. Come on in to gas station and you can get one gallon of gas for absolutely nothing." Who wouldn't take me on that? Who wouldn't come in and say, "Wow, a free gallon of gas. No problem. I mean, yes, I want it if it's a free gallon of gas. I'm going in and doing that."

How many of the people would take you up on that fill up? Ask yourself, how many people do you think will take you up on that? I think quite a few because once you drive into a gas station and you put that hose in your gas tank, you are not stopping at one gallon. You are going to keep going. Do you see where I'm going with this?

Based on the reciprocity alone, you are going to get a much higher take rate, many more people are going to come in to your gas station and want your gas, because, I mean, the free gallon is a lure in itself, which is great, but they are not going to stop at one gallon. They are going to fill up their tank. Forget about the fact that your hose is in their tank, but you know what I mean. You are already in there. You already got them taking your gas. Which one of those offers makes the most sense to you? Okay, I think it should be very clear that the one gallon free is the much better offer.



This is how value works in a person's mind. What they get with the initial investment, the upfront thing they get and take away from you is going to be the thing that feels most valuable and will want them to come back for more. This is just a declaration of higher value, but it doesn't have any real bite to it. Yeah, sure, it's ten gallons for 31.50. There is a discount there. It's a better value. But so what? Even if I said ten gallons for \$28, you would be like, "Okay, so it's like \$5 or 6, I don't know, or something like that or \$6 off or whatever." It's still not very enticing. Yeah, there is a discount there. But when I say one gallon free with no strings, it's a totally different offer, isn't it? You need to be the person out there giving one gallon free to everyone. Do you think she would turn you down for a fill up?

I'm going to leave this sexual analogy right where that one ended. Okay, so you get the idea here with pain versus pleasure principle and how to truly motivate women with sexual attraction. I hope that the gas station example made it clear for you.

Sexual keystones, the sexual keystones are chemistry and safety. These are the lynchpins. These are the anchor points, if you will, on how to create sexual attraction with women, chemistry and safety.

Chemistry is attraction and rapport. It's attraction and rapport. Attraction is that feeling of, "Oh, I like that. I want that." Rapport is



a sense of, “I can connect with them.” It does not normally follow attraction, but think about this, being able to connect with someone creates a bridge between safety and chemistry. That’s what rapport is about in a lot of ways. Rapport is a way of creating a sense of connection between the safety factor and the chemistry factor in women, in their minds, when you are trying to connect with them, and it’s important for that reason. Of course, you want chemistry with a woman, but you also have to have the safety, and if you can connect the two using rapport and connection, dude, you are gold.

Safety, being protective, in other words, it’s being protective without being controlling. You could provide a safe situation for a woman, a feeling of safety around a woman, a safe bubble, a safe zone, if you will, but doing it without being controlling or dominating. We are talking about, in this course, about being the dominant man, but you don’t need to be dominating to be dominant.

Now, when a woman resists your protection, I want to caution you here because a lot of guys run into this. When it comes to chemistry and safety, when a woman resists your protection or literally refuses that feeling of safety that you are trying to give her, there is a problem there. That’s a red flag.

I’ll give you an example of this. One of the ways that men do that safety thing is through chivalrous behavior, opening doors for



women. Now, whether you realize or not, opening a door for a woman is kind of a safety thing. It's got elements of safety in it and protection. That's really what it's about in a lot of ways. It's not only courtesy, but it's also safety and protection.

Some women get a little bit not happy about that. They like to run up to the door and open it themselves. I've seen this. I've seen it quite a bit. These are women that have issues with their sexuality, and I want to caution you to watch out for that. So you've got to be protective. You've got to go to that safe zone as well as give her the chemistry, the feeling of, "Oh, there is something there." The two are not in conflict. The two are complementary.

Those are keystones of all sexual communication and sexual attraction. Again, we are going down the road here, so this is going to be a little bit further down the road to get there. To get action out of a person, pain. Typically, pain is the way to get it, and I hate to say this in this kind of term, but pain plus urgency plus the possibility of pleasurable result. This is how you get somebody to do something is you give them pain plus urgency plus the possibility of a pleasurable result.

It's kind of the universal equation that helps somebody take action. That's how we take action. If I perceive there is pain coming up the road, and guess what, I can no longer avoid it. I've got to do



something about it and then I add in, “Hey, you know what? It’s possible that if I take care of this business, I’m going to feel a whole lot better and there is going to be pleasure at the end of this situation. I’m going to have a complete picture for getting myself motivated to do something.

Pain is sometimes the potential loss of pleasure once they’ve gained it. So for that woman who came into your gas station to fill up with a free gallon of gas, the potential loss of not filling up the rest of the tank or like if you come out and you offer to clean her windshield or you offer to check the air in her tires, the old school method of gas stations. Pain is sometimes the potential loss of pleasure once they’ve gained it.

Now, I want to caution you here because this is bordering on manipulative behavior. If I come up to a woman and I give her a fun time and then I take away that fun, that’s a way to motivate a person, but it’s also possibly manipulative like, “I’m going to take away your toy and I’m going to ground you. I’m going to take away this fun thing that you are having and the fun time that you are having and you are grounded.” That becomes punishment. Be careful about that. Because the pain then becomes associated with the person that we feel is responsible for it.



I've seen guys do this in relationships where they have fun with women, but at the first sign that she's doing something he doesn't like, what does he do? He takes away her toys. He takes away the fun. He basically controls through manipulation this way. It's kind of tyrannical behavior, and then what happens is she builds up resentment in her. The pain is now associated that she feels it's associated with that person that she thinks is taking her toys away from her.

Just make it simply implied with your attitude. You don't actually take away their toy. You make it implied that, "You know what? If we are not hanging out with each other, you are not getting this, and you might not be able to hang out with me. So what do you think?" You are not really doing it as a carrot or stick, but it's always a potential. You want to hang out with a woman because of the good feeling she's going to give to you and the good situation you are going to be in and the possible sexual situation, and all these things drawing into that. The possibility of not having that is painful, and it draws you into different behaviors because of it.

All right, enough said on those motivational stuff. I want to talk about really quickly after sex. I want to tell you that the focus after sex with a woman changes things. After you have sex with a woman, because we are getting to this point now where we are talking about how to close the deal with women, I want to remind you that in



psychology, after you get to sex with a woman, the focus is going to change. Things are going to change at this point.

If she is a resister, remember we talked about resisters and non-resisters. If she's a resister and she has strong resistance, she's going to assume that there is a relationship there. If she's the type of woman that typically resists sex and tries to hold back from it because she sees it as her power tool, her power over you and her power in the relationship, well, if she gives that up, she's going to assume that there is a relationship here now. She's going to have some sort of established connection.

If she's not a resister, she may, and the keyword is may, assume nothing. She might assume there is nothing there, and you might have to work to actually get a relationship if you would like to sleep with her again. There is a very distinct difference on how those two types of women behave.

No matter what, you are obligated as a man to reassure her after sex. Call her the next day. This is simple stuff. Okay, this is by the numbers. You call her the next day no matter what your intentions are, whether they are to sleep with her again or not, you call her the next day just to connect with her to give her a sense of reassurance. It's a cliché, but it's actually completely true, "I'll call you tomorrow. I'll call you later." Do it. Actually, do it, even if you don't want to



sleep with her again, just do it. It's not going to obligate you to more sex. It's pretty easy to get out of that. Don't worry. You do need to do this though because you don't want to burn your bridges too many times.

A good friend I know have three rules that he went through his life with, and I'll give you these three rules because I think they are pretty good.

1. Don't burn your bridges.
2. Don't bite the hand the feeds you.
3. Don't mistake my kindness for weakness.

They are pretty good rules. Because the reason you are doing this, this reconnection is because she fears that the disconnect and the thought of being used, and you don't need to do that to a woman. It's simply not necessary. So that connection with just that call is a good way to reconnect.

Plus she might have buyer's remorse. That's an awkward emotional place for a woman. After she has slept with you, she's just lowered her defenses. She has let you into her body, possibly into her house, in her world, in her life, and there are so much risk and so many things that go on with this. You have to understand, this is why women make it sometimes arduous for guys to get where they want to go. She may have buyer's remorse. You've got to understand that



an awkward emotional place for a woman. She has just let you into possibly her apartment, her bed, her body, her mind, her feelings. There is so much vulnerability at this point. She might have buyer's remorse, so you have to understand there is an awkward emotional place here. She might be thinking, "What did I do? Where is this going?"

There is a broad instinctual anxiety that's going to be raised up when she first has sex with you, whether she wants to admit it or not. She will disconnect first to make a preemptive strike. A lot of women do this, they will disconnect from you or they will try and push you away, mentally and emotionally, just to kind of make it what it was, "Okay, so we had sex whatever," and then later on she can totally redefine the rules to not make that sex.

If you persist, you can usually keep her, even if she does this on you. It's not a big deal. If a woman tries to disconnect and push you away, it's not because she's just trying to get rid of you, although sometimes it is, the reality is that most women would like to keep the connection going.

Whatever you do, please don't proclaim love at this point. You are not in love. This is really important for guys to understand. Love does not equal sex. Sex does not equal love, although they can later on and they can actually augment and add to each other, don't



proclaim love just for lack of anything better to say, “Oh, I think, you know what, I just knew I was in love with you from the first time.” No, cut that shit right out there. Don’t do that, but wait. If it’s still early on, you need to wait. Again, one of my ground rules is I’m not going to be in love with any woman until at least three months, and that would be the earliest. So even if I feel it, I’m still going to wait.

The number one thing to do after sex, do you know what it is? No, it’s not throwing away the condom, but it’s eat or drink. It’s a kind of lock everything up, seal up the loose ends. Eat and drink, it’s great. Go and get some food. Share some food together. It’s a great way to reconnect and kind of take away that awkwardness that happens. Don’t fall asleep right away. Men have this need to sleep. It’s a biological thing. You’ve got to fight that. After sex, grab something out of the fridge, have a little food, snack, something that’s sexy. Women often feel energized after sex. You’ve got to recognized that you falling asleep seems like a disconnect to them. It’s the number thing. It’s a little clue, a little side thing there, eat or drink after sex. It’s a great thing to do to seal it up.

So the after sex might seem like it’s like, “Oh-oh, out of place. I thought we are talking about psychology.” It’s a psychological factor to consider because of the way women are made up about this. Sexual psychology and sexual desire in women, we are going to finish up here. Sexual desire in women and how women are turned on and



how they feel, being physically turned on is to disconnect her from her being turned on psychologically.

I'm saying this over and over again because it's a really important point for guys to understand. They can get way far in and turn off the lights on you, and totally shut everything down. It means you can stop it anytime, even when you can't. So you are going to find points of frustration in there. You've got to recognize it. You've got to stay in control of your emotions, even when you are heightened in your sexual excitement and it's going to lead you to possibly some emotional reactions, don't go there.

A woman's brain circuits are literally not connected the same way that yours are. She literally does not have a connection between, "Oh my God, I'm so hot and physically hot right now," and the rest of her brain, it's not connected there and they've done tests on this and it's important thing to understand.

Here is another part of the woman's sexual psychology that you need to realize, and this is very basic and very important to know. Men want a woman's desire. We want a woman to want us. We want her wanting us and needing us almost. Women desire only to feel the desire of men. Think about this for a second. Yes, she wants to have the same things you do, but women are more attached to, and more connected to, and they see much more vividly another man's desire.



This is why women tend to flirt quite a bit more. This is a primary reason that you have to broadcast sexuality in your conversation. She doesn't want to feel intellectual interest. She wants to feel actual desire from men.

This is what women are actually including on. If you read their romance books, if you read things that women are drawn to in terms of erotica, they want to feel the desire of men, in general, not a specific man, but the desire of men. That's how they validate their existence and sometimes their feelings of self-worth. By demonstrating desire to a woman, because I just said the primary reason that you have broadcast sexuality, is to give her that feeling of desire.

By demonstrating desire, you are going to immediately spark a primal interest from her. It's something she can't control. So when you demonstrate desire for her in the right ways, you are going to be fast forwarding to attraction. Okay, don't do this play it nice guy thing. There is a reason why some of the bad boy stuff really works with going in with the harder edge and a much more "grrr."

The reason for the dark secret that if you just pursue a woman valiantly, that she will almost always give in eventually, and there is a dark secret and I'm revealing this here now, and that is that if you do persist and just chase after a woman enough, and I know you can



totally play the nice guy thing in this too, you can still have that woman after a time. You will probably get a shot at her eventually, and I know this goes in the face of everything that all the seduction guys are trying to teach you, but think about this for a second because it is important.

She will probably almost always give in eventually, but will you have the kind of relationship that she's going to stick with? You better be able to go into the switch tracks into the right kind of behavior once you've gone there. It's a dark secret, but again, most guys will tell you, "No, you mean, you can be the nice guy forever and she's still going to keep you around as an orbiter and a friend." The truth is that eventually she'll probably give in. She will probably just by virtue of wanting to feel that desire, she will give it a shot, but you've got to be able to really change gears when that time comes.

So, think persistence of desire, how resilient is your interest in her? Is it passing or is it fleeting? Because if it's strong and it's resilient and it's persistent, she's going to feel it and she's going to know it from the fake stuff. That's really important. A woman knows when your attraction for her is the "I just happen to see you and I think you are attractive" versus "Whoa, dude, I'm like totally digging you. You are just like, oh, man." That's a different kind of desire, and when you can communicate it to her, that's when you trigger this instinctual need, the need to feel that desire, that flow of desire from you to her. It's really, really big.



All right, we covered a lot of deep stuff in this particular class. We've gone through every element of psychology that you really need in terms of women as well as how to understand them. Wow, take a deep breath. Take some time. Maybe review this section again because there is a lot of stuff in here, and then I want you to move on to the sexual roadmap. From there we are going to go into much detail about the process of going from this attraction to the bedroom with a woman.

We are going to cover how to have your social status and how important that is, handling stepping stones, all the good stuff around what is the actual roadmap, the stepping stones from A to Z and going to basically sleeping with women. We will cover that in the next section. Take a little breather though. That was a pretty deep and intense section, and come back for the sexual roadmap.

Sexual Roadmap 1

We are now on the sexual roadmap. This part of the program is specifically geared towards laying out the significant milestones that lie between when you first meet a woman, when you make that first eye contact and the eventual whoopee in the bedroom. We want to know all the little stepping stones that are in between because there is



a few landmarks you really need to know about and some landmines, unfortunately, to be able to navigate that territory well.

So let's start with the process of learning and what the sexual roadmap is all about, and the process of learning goes back to a concept that's in every area of self-growth and self-learning really, and it's also independent of you. In other words, whether you like or not, these are going on behind the scenes.

The first stage in the process of learning is that you are unconsciously incompetent, meaning that you don't know that you don't know. You don't know what it is you are doing wrong. You don't know how to do it. This is nowhere more apparent than when you've taken on a new hobby or you are trying a new sport. Let's say you start karate for the first time in the first class you go to. Well, then you become consciously incompetent, which means you know or you are aware that you are not competent at this particular thing and you need to develop that.

The first stage is probably the easiest to get past because you don't realize that you are even there until it's pointed out, until you actually choose something that you want to do, that you don't know how to do and then you immediately go into the consciously incompetent mode. That's if you have a healthy ego and a healthy self-perception because a lot of guys can still sit in a case of denial or they wouldn't even let



themselves admit to themselves that they are incompetent at this new skill.

The next stage is you become consciously competent. Okay, so you work hard after you've realized, "Oh, you know what? I really don't know what I'm doing. I've got to work hard at this. I've got to get better." After practicing, practicing, practicing, you become consciously competent, and then the ultimate, if you will, in the acquisition of a skill is to become unconsciously competent. In other words, you know what you are doing so well that you are not even aware that you know what you are doing. It's just happening, and that's a state of flow that is often talked about in modern literature and a lot of stuff that you hear about these days.

State of flow, being that state that you get into where time seems to pass, like unbelievably fast, you lose yourself in whatever it is you are doing. You are not even aware that you exist. You and the activity almost become one. It's a very spiritual, almost Zen-like state that you get into and it's really awesome. I get there all the time when I'm playing guitar. You have to be, first of all, because you can't make the music do what you do, you have to be a part of the music and go along with the music. And it goes with anything else, with the martial arts, I have to go quickly from consciously incompetent if I don't know a new technique to consciously competent, "Okay, I can do this thing," to then being able to do it without thinking about it, and that's what the most repetitions usually involved. It's going between steps 2 and 3.



4. So be aware of the four steps and the process of learning because they will give you a clue as to where you are at and how you need to work at it.

If you are unconsciously incompetent, you don't know. You just need to seek out the information. When you are consciously incompetent, you need to seek out the training and the guidance to be able to get that skill correctly, which is where you maybe coming into this program. You may be consciously competent in many of the areas that we are talking about with sexual power. That's fine too. That, in that stage, you want to practice and repeat. You don't want to add new material. You want to just keep practicing and repeating until it becomes unconsciously competent.

All right, so elevating your social status, what is this about? There is a really important thing you have to understand when it comes to sexual power, and especially in the roadmap of going from just meeting a woman to getting her into the bedroom and getting the sex or whatever your goal maybe in terms of intimacy. So the truth is that could be any number of goals, even short of having sex with a woman.

One of the things you want to do is to be able to AMOG guys out nicely. Now, I'm going to close that for a second while I talk about this. If you are not familiar with what AMOG means, it means Alpha Male Other Guy, or it means the other dude that maybe horning on



your space is competing with you for this particular woman or whoever it may be.

Now, you've got to be able to learn how to AMOG guys out nicely, not aggressively because the Alpha man does not do that. He just simply doesn't. Not because he's some goody choochos, but because he understands that physical confrontation or physical violence should be avoided in all situations. That's what I do in all situations. Even though I know I could handle myself in a physical altercation, I'm not going to try and create that just to satisfy my sense of tough guy.

So I'll give you an example of a story, and I've just talked about this one before. It's very important to be able to pull up a good example. There was a time a few years back when I was seeing this one girl and she was, let's just say, hot. She was hot, and she and I had known each other for years and this was our first opportunity to get together because she finally was between boyfriends, and circumstances come around. So we know what's going to happen, but we are dating together.

We are meeting at this bar in a local area here in the Peninsula near San Francisco, and I meet her there. I get there late at night, well, it's not late, but it's somewhere close to elevenish or something like that. I had just gone to some mixed martial arts thing and I met her there, and sure enough, I come in and I had been texting her the whole way



letting her know where I am and all that. I get there, and there was a guy talking to her.

Now, how could have I handled that situation? I could have immediately gone, “Oh man, some other dude is trying to get my...” I could have gone in that route. I could have gone, “Dude, what are you doing, man? Get the fuck away from my girl.” I get that aggro thing going on, but I didn’t. What I did is I walked up and I introduced myself politely, I’m like, “Hey man, how are you doing? Hey, how are you doing? I’m Carlos. Yeah, yeah, cool. How are you doing, Jeff? Yeah, yeah, okay, cool, man.” I just totally, totally played the friendship thing, and I’m like, “How do you guys know each other?” And he’s like, “Oh.” And you can tell the guy was a sloppy drunk and she didn’t even want him around, but I had to play this along.

The second I get jealous and aggro and weird, she’s going to be weirded out and not sexually attracted to me. So yeah, sure enough, withing two or three minutes, he’s kind of like, “Oh man, you know, I didn’t mean to interrupt you and your girl and everything, man. I’m leaving. That’s cool.” And he’s a sloppy drunk, he’s stumbling, but he’s perfectly fine, and she really, really liked the way I handled that because I didn’t have to go in all aggro. I knew that I have my value going into the situation. That’s how you AMOG a guy out nicely is you are really cool about it.



If you have to do it mean, then that shows that you really are insecure, and that's going to immediately lower your value. Again, social status, how would the top dog act? He would not act like he's a jealous, total insecure freak, so use that. Use humor to lower the status of others. This is a very effective tactic as well, and I can't go into all these details. I would like to in the roadmap about this because this is actually kind of a tangent topic in itself, but using humor lower the status of other people. It's a very effective way of amogging other guys out, or kind of nudging them out of the picture.

The reason why is because with humor itself, you can always blame it on, "Dude, I was just messing with you, man. Dude, I was so totally fucking with you." As a matter of fact, that's one of the tactics that I use on a regular basis. If you can do this, there are guys I've known who do it all the time where they mess with the guy really, really hard. I mean, to the point where you are thinking they are trying to be a dick to him, and the other guy, if he starts to pick on that, he will be like, "Hey man, that isn't funny." He gets all indignant, and the other guy is like, "Oh dude, come on. We were totally messing with you, totally messing around."

Of course, they weren't. They were trying to push his hot buttons and try to get him to that point where he gets all, "Aah." And once a guy has gone to that zone, he looks like the dick. It doesn't matter who else pushed them there, if he let himself get into that emotional state, his social status becomes lowered immediately so you have to be able



to watch out for that from other guys, with other guys trying to turn you into the dick and your ability to be able to push others to the point of making themselves look like dicks because that's really where it lies. That's power right there where you can be like, "Oh, it wasn't me, man. I was just messing around with you. You are the one who is getting all freaky and weird." And of course, the woman will see this and immediately lose her attraction for him.

So you do this until there is selection signal from her that says you are in. In other words, you have to maintain high social status and social status presence. I don't mean this to infer that you need to be what we push off a lot as the high status male thing where, actually it's not so much as high status male as it is the man who is the prize; he's the one with all the value, superior value, displaying higher value, and that sort of thing. Guys get really hung up on that, and if you push that as a point, it won't be believed. It won't be trusted. It won't be truthful. So keep in mind though that you do need to elevate your social status relative to other people as much as possible through legitimate means, and you keep doing it until there is a signal from the woman that says, "Oh wow, cool."

You walk like you own the world. Social power is an internal and external signal to your brain that you are important. In other words, having social power tells other people that you are important, but it also reinforces to you that you are important. I have to admit. I have some friends that I've made in the last years that are very powerful



wealthy, influential and successful men, and I feel myself privileged to be their friends, of course, but it's also a real signal to my brain, "You know what, if I can hang with these dudes, I'm worthy, man. I am in that class. I'm in that league. I can totally hang with those dudes." That's an incredible message to your subconscious mind, and it's one that you need to leverage.

It's also a foundation of social power really. Walking like you own the world, like you do and it's a certain amount of self-delusion, but it's a healthy self-delusion. It's not that you really think you are the hottest shit anywhere or anything like that, but you do have to carry a bit of that fake until you make it or show it before you've made it, because really in all reality any person that's gotten into any place in his life has felt himself worthy before he got there. Nobody got there not feeling like they are worthy or not believing that they have the ability to get where they wanted to go.

I guarantee you, every single one of those people that competes in the Olympics for any year believed at some level that they could do it. Their coaches got them in the mindset through training, through practice, through hard repetition, but they've believed it. They believe they could do it, and that belief, like you own the world or you own whatever it is you are going after, will be your foundation.

The seven types of social power, I'm going to go through these really briefly. I cover this on much more detail on other programs. W



going to talk about it really briefly here because you do need to understand power, the essence of power, not just sexual power, but power, period. There are seven types of social power overall.

There's reward power. This is the ability to give rewards for anything. If I have the ability to pay you your paycheck every week, I have a reward power over you. You are going to keep coming to work, so you can keep getting a paycheck. It's kind of a sad, but that's the only motivation for a lot of people.

There is coercive. That's where I can do the other side of that. I can inflict pain if you don't do what I'm say you are going to do. If I'm a slave master or if I'm some evil dude that's got you as my captive and I am making you build my pyramids or whatever it is, I'm the coercive influence there.

Having both of those is also it's a double whammy, it's a double-decker right there, being able to reward and give pain gives you a lot of power over people. It's not the kind of power you want to use and exercise owing to today's modern society. You can't own slaves. You might not necessarily be able to pay the person, but you have to understand how those two work. These are very powerful.

Mix them with others and you can be more powerful. Referent power is respect or the esteem of others, in other words, they respect to you or they hold you in high esteem. People of high social caliber could qualify for this with somebody that you heard of. I'll give you an example of Mother Theresa who has since passed away. She had an incredible amount of respect and esteem built around her and she would have power by virtue of that.



There's legitimate social power. This is authority and position. This means, "I am an authority and I can tell you what to do. I can be a cop. Let's say, I'm in an armed force like the Army, the Navy and Marines, whatever, I can be one of the commanding officers at the chain of command there. That's legitimate authority and position. Most guys rely way too heavily on this one. And I am going to warn you about that. This is one that a lot of guys abuse. When you abuse authority and positions given to you, you look like a dick. You immediately look insecure. You do not have the kind of social impression and influence you think you have, and the first thing that people will do is to present you for it and they will do anything can to undermine you.

Expert power, expert social power, expert is recognized expertise. Another one that guys will rely way too heavily on. In other words, if I'm an expert at something, maybe an expert at computers, you see all the time in the tech department of any firm where these guys are the ones that fix the PCs and they feel like they got a little bit of power. If you talk to any help desk of any company, you know what I'm talking about here. These guys feel like they can lord it over you, "Yeah, but you know what? You were probably just running too many applications. You know, you need to..." They get all this haughty tone with you like they know better than you on how to use this technology. That's expert.

Informational is also another kind of social power. Informational is the control of information. Do you control information? It's another one that guys rely too heavily on. It's very closely related to expert. If you have the information, you can use that as power, "I'll tell you something." Women use this quite a bit, don't they? Yes, they do in



the form of rumors. With their little clicky social things that they do, they use informational power left and right.

Connection, connection power is who you know. It's the influence of leaders on people. If you are a friend of the president, you've got a little power there just by virtue of your association.

So there you go with seven types of social power. The ones you want to know and understand. Now, all of them are important. All of them you need to know how they work.

- Connection power is good and important because it will force you to expand your social circle.
- Informational can be good if you don't rely on it too heavily.
- The same with expert, knowing information is good.
- With legitimate authority, it's difficult. I mean, guys work to get this and then they kind of lay back and take it easy because now they've got their position. That's why it's one of the easiest ones to lose, so be careful with legitimate power and the lures that it has.
- Referent power is very important. This one is one of the ones I recommend you work on the most. Getting people's respect and esteem by virtue of not using the other ones is probably one of the most powerful forms of power due to the nature of it because it undermines all the other ones.
- Coercive and reward, in its own place can be helpful and can be useful.



Network with powerful people, you want to raise your social status. Again, all these things create sexual attraction in a woman, and this might have been a topic that would have been better to cover in psychology, but I felt it was necessary to cover here because these are ones of the preliminary social steps. One of the sexual power steps you need to take is to build your social status.

Network with powerful. Get connected. Start a mastermind or get into a mastermind. If you don't know what a mastermind is, you need to read the book by Napoleon Hill, *Think and Grow Rich*. It will tell you exactly what that is. It's basically a group of people that get together and share ideas, concepts and knowledge to solve each other's problems. It's a very powerful tool, and most people will never understand this one. If you know how to use this, you will go further than 90-95% of the people out there, and I'm not exaggerating one bit. I'm in several masterminds and I treasure the ability to be in them.

You can posture your way into almost any circle. Trust me on this one. I've done that. You can fake your way into almost any social circle that you want to get networked with these powerful people. All you have to do is pretend.

One of the simplest ways is simply to become your own publication or your own press. Start a web page or a blog that's maybe based around



the topic or some special area, then you become a reporter essentially, “I’m from suchandsuch.com and I’m here to ask about...” You can do interviews based on that. Trust me. I’ve used this left and right. I couldn’t believe it when I was like, “Man, I’m interviewing people like this. What the heck?” All you have to do is assume that you are of that level and caliber, and they will pay attention to you as if you are.

Know as many people as you possibly can. It goes without saying. Wherever you go, you should be trying to know more people. Just as simple as that, just know more people. At restaurants, get to know the wait staff or get to know the owners, and every so often, you can actually ask and say, “Hey, can you send the owner out? I’d love to talk to him for a second. It’s nothing to complain about. I would just love to tell him what great service I got here and tell him what I thought of the place.” He will be out there and he will be talking to you that it almost never happens. They almost never get asked that. And you, by virtue of doing that, you are going to impress the woman that you are with. You are going to impress the wait staff, especially if you commend them to the owner of the establishment. Oh dude, you are setting yourself up for such great networking kind of activity there. It’s a simple trick and nobody does it.

At bars, bars and clubs, you should be able to know the people that work there. Know those people, and frequent people too, get to know who know those people. That’s another way to get in. They will introduce you.



At the bookstores you go to, I'm just pulling stuff out of my butt here, but you get the point, anywhere you go, you can start to develop more reach in your social network. At the bookstores, you've got to know the cashiers. You've got to know the managers. You've got to know the people who work the different sections. The more people that you know, the better you will look because when you start going to these places, and you happen to have a woman with you, and there is somebody there that knows you and says hey or says hi, that's impressive. That is incredibly impressive because most people walk around through life with a veil of anonymity all over themselves where they are not known by anybody and don't care to be known quite honestly. That's a sign of power. When people know you and want to reconnect with you, it's power.

Never skip the opportunity to learn a person's name. Knowing people's names give you a lot of power as well, a lot of sexual power. One of the things that is a great big turn-on for women is when you use their name when you are talking dirty to them. Don't tell them I told you that one. That one is a good one. This is all covered in *Power Social Skills*, by the way, which you can get at www.powersocialskills.com. I just want to cover some of the topics from there that could benefit you here in this program. All right, so elevating your social status, it's incredibly powerful as a tool for sexual attraction as well as social attraction.



Handling the stepping stones, how do we handle them? Every new thing will be a chance to move forward and escalate. In other words, every new interaction you have with this woman will be a chance for you to move forward and push the interaction towards more attraction and sexual attraction. It's absolutely essential that you own the process and know what to do when the time comes. That's why I'm going to lay this as a roadmap, so that when you see the signs, when you recognize where you are, you can manage it.

It's like a sailor being on a boat in the middle of the ocean. When they recognize they stars have changed to a certain point or recognized where they are in terms of latitude and longitude and they can affect their course. It's the same thing for you. You will know how far you are. You will know how much faster you can go or how much slower you will need to go to make it happen. So it's very essential that you own this process. You own the process.

Now, when I say about owning the process, it means that you have to take ownership of it. It's like you literally bought this whole process of getting a woman sexually attracted to you. You own it and now you have to make it happen. Or it's like an engine that you've got to tear apart and put back together, or an engine that you've got to pull the cord on and get it started up. You own it. Nobody else is going to do this for you. It's not going to just happen. It's not going to fall onto your lap.



Recognize you may not handle it correctly the first few times, definitely not perfectly. It won't be a perfect seduction every single time. If it is, count your blessings, but it's going to be a rarity. You might not handle it perfectly and that's okay the first couple of times. You are trying to develop experience. As soon as you get a few layers of experience, you are going to experience the fact that you have more options because you will know where you are much better. You will have a feel for it. It won't be as unfamiliar, and when things become unfamiliar, they tend to be more intimidating. That's why we are looking to get this processed as familiar as possible.

If you can't lead her through these steps, she's going to lose sexual attraction for you. That's the bottom line when it comes to these stepping stones in the roadmap that I'm about to talk about. Okay, this is all about escalation. It's all about getting things more and more sexually charged with a woman, and if you can't lead her through those steps, you will lose sexual attraction. It's like tug of war. I think I've talked about this. If you are playing a game of tug of war, if you are not pulling on the rope or you are just trying to hold position, you are going to lose because the other team is just going to let either interest or will just pull you right over. But if you struggled to maintain position or you just stand there and not trying to make any advancement, it's actually the same thing as falling behind.

Remember that sex has rhythm. Sex has rhythm. From the very first moment you meet her to the time that you finally bump uglies, th



is a rhythm of energy going back and forth. It's a build up, a slight drop, a build up, a slight drop, a big build up, a slight drop. You are going to feel these little rhythms and patterns in the process of interaction. Respect that rhythm. I talk about it as a saw tooth rhythm. It goes up and there is a slight release of pressure, and then it goes up again and then a slight release. But what a lot of guys do is they build up a little bit of sexual attraction and tension and they drop it all down to zero by supplicating, by turning into a wimp. Don't do that.

Remember the saw tooth pattern equals push-pull. I push her away. I pull her back in. I push her away. I pull her back in. That back and forth motion let's her know that she's free to go if she wants to, but why would she want to? She's getting so much more out of the interaction and the change in dynamics of the energy.

Sex has rhythm, but also sex has tension to it. Recognize that tension. Tension is good. There is a positive tension. Just like there is a positive stress on your nervous system. There are two kinds of stress. There is distress and there is eustress. You may have heard this before, but there are. Distress is the stress that most people go through at work and through their lives. It's the stress that causes sickness, hypertension, heart attacks and depression and all that. That's the bad kind of stress.



There is eustress, which is the positive form of stress. This is the stress that makes us grow, and that tension that we feel within attraction situations, I guess, you call it with women, that tension is good and positive and you have to recognize it and nurture it. All right, so that's something about how to handle these stepping stones.

Let's talk about the model here, the roadmap, and then we will go into some details. There are ten steps in the escalation roadmap.

1. The first step is the meeting or introduction. This is for first moment you meet a woman. This is the first important milestone. By the way, you should be taking notes on this because these are the key landmarks you should be looking out for. But the meeting or introduction is the first one of those. It even really technically begins at the first eye contact because that's kind of where everything starts. If it doesn't go from eye contact to an actual meeting or introduction, it didn't count in the first place. There's nothing happened there. But there's always something that happens to begin this interaction with a woman in the start of the friendship chain.
2. Number 2 is you have some kind of electronic communication or conversation with a woman. Not just the verbal talking when you are in person and in present, but the electronic, and in the case of online dating, the electronic conversation actually precedes the meeting or introduction in a weird sort of way. But electronic conversation is there much more than ever. Especially in this modern world where we are texting or we



emailing or we are trading information on Facebook and Twitter and all those things, electronic communication comes in all the time.

3. Phone conversation is another one of those roadmap points that you have to look out for. A phone conversation is, of course, it's a conversation with a woman, but it allows you to get a little bit more verbal. Phone conversations of women are very, very important. I don't want you to overlook them because they are powerful with women. Women love that because they are very sexually tuned into audible cues, things that are said to them, things that are spoken. Words that are spoken have much more impact than almost anything else.
4. Number 4 is the first date. The first date is that first time you spend some concentrated time along with her and she agreed to it, so there must be some level of attraction there. So these kind of wind themselves up quickly into that first date. That's the first chance you get to show who you are to develop the attraction through constructive push-pull.
5. Number 5 is the first kiss. What else it can be, but that first moment where you finally kiss her and you know absolutely that there is sexual attraction there. That's really what the first kiss is for guys. It's proof positive that she really is actually interested in him or you or whoever. I mean it's the moment where you are like, "Oh okay, everything I was doing was on the mark. I didn't just ask out some chick who is taking me for a ride here. She actually does dig me. It's a proof. It's the



probably the most significant one for a guy next to sex because of what it signifies. This means she's into you. She does dig you.

6. Continuing, now continuing is a little bit more vague. It's almost like a little cloudy step on the process. By continuing, what I mean is it's another step in getting her interested. It's the repeat performance. It's important because it's a big milestone to get repeated interest from a woman. Why would you go through all these first steps here? You go through one through five. You meet her. You get introduced. There is an electronic conversation maybe or you talk on the phone and you set up and meet on the first date. You get a first kiss. The most significant thing that can happen after that is that happens again. Sex doesn't have to happen, but just getting back to another day, another interaction in person is really important. It's a significant one as many guys know. It's also a difficult one. Getting a repeat interest means you have done everything right on that first date.
7. More sexual contact, meaning you taking it to the next level in terms of your physical touch. It's no longer just kissing. It's caressing. It's touching. It could be erotic touching. It could be sexual touching. It doesn't involve penetration or sex. As a matter of fact, that's really where it falls short of. So any additional sexual contact is more escalation and development towards sex.



8. Sex, guy, congratulations. Kaboom, you got there. You got to the bedroom. You got some nooky. You got the big whamalama. You are in. Well, yeah, okay, but there is more after that. A lot of guys think this is the last step, but it's not. There is also love and intimacy. Think about that for a second. Sex does not mean love. Anybody can have sex. You don't even have to like a person to have sex. Trust me. I've worked that one. I've had hate sex too. Sex is a significant step in terms of intimacy and it can come after Number 9, which is love and intimacy, but it's a separate and distinct step. Sex is not true intimacy.
9. Real intimacy involves emotional connection to a woman. Because to be very honest, whatever you can consider intimacy is not true intimacy unless the other person agrees and also feels that intimacy. And I can tell you right now the women do not consider sex that particular form of an intimacy. Real intimacy to a woman is being able to share things and talk and yada, yada, yada, and being able to listen. Do you like my yada, yada, yada? I saw it to my girlfriends, "Oh, yeah, yada, yada, yada." Sex is not true intimacy though. It's that ability to communicate and connect on a much more open level because really sex usually, I mean, these days it has pretty quickly. Real intimacy is developed over time.
10. Then comes what I consider the last step in terms of escalation. That's commitment, true commitment. That means you are committed to each other. You are staying with each other and



it's monogamous in some form or another. Commitment can be marriage, but it can also be just a long term relationship. That's a significant development. A marriage is more like a legal definition of a formal long term relationship. You are really saying, "Okay, I'm going to stick with this one, or else."

Those are the ten steps.

- From meeting and introduction.
- The electronic conversation.
- The phone conversation.
- Then you've got a first date interaction.
- The first kiss, which will close off hopefully your first date.
- Continuance, meaning that you are able to get a repeat from the same woman, that's a significant step and it's relative to her as well.
- More sexual contact, meaning you can go further. You don't just kiss. Now, you are getting touching and you are getting the hints of, "You know what, eventually we are going to sleep together."
- Sex, the actual act.
- Nine is love and intimacy. This is where you are getting much more deeper emotional connection with a woman.



- And then finally, commitment, where it's becomes a formal and pretty much solid relationship. This is a relationship.

All right, I'm going to lead those open because I may reflect back on them. Keep in mind though, some can be clumped. In other words, electronic conversation and phone conversation can be clumped together. They are just conversation that happens between meeting and finally getting together again, and we will repeat later on, by the way.

Meeting and introduction, that might get clumped with electronic and conversation because you might meet her one night and then a few hours later after you go your separate ways or you split, you text her. It happens pretty much the same night close together.

The first date and first kiss can be clumped together. Sometimes we separate the first date from the first kiss, but there is no need to.

Continuing really is its own step because it's more of a cloudy middle interim step.

More sexual context, who knows? Maybe this girl moves quick, maybe she's one of those low-resistance girls and she's really into it



and she wants to go forward. More sexual contact can lead directly to sex, although with women, it's much more likely.

Love and intimacy and commitment, those two can be clumped. So again, some will be repeated. Most of these will overlap. You will overlap on some of these steps, with the ten.

So what are the markers? What are you actually looking for that tells you that you got to a certain point? You got where you wanted to go and now you know where you are in the map, because again you can look in a map, it tells you how to go from Point A to Point B to Point C to Point D or whatever. But if you don't know where you are once you leave Point A, you are going to be lost. You are not going to know where to go if things don't go the way you expect them to or you get a little bit lost. You get a little bit off track. So again, physical escalation markers are like those little marks they put on trees to let you know where you are on the trail.

Milestone markers, let's talk about these. These are the major milestone markers when it comes to what you should look for in terms of tangible results with women. The first one is eye contact. It goes without saying that making eye contact is probably one of the first steps in just meeting a woman. It can also be an incredible attraction builder if you know how to use it within conversations and in those little open spots within conversations.



Physical contact, that's a significant milestone. Your first physical contact, whatever physical contact you have, that means pretty much touch initiated by you, of course, but very temporary touch. It's very quick. It's fleeting, touch in the arm, touch in the back or touch in the shoulder. It's a very, very short periods of touch.

Hugs and extended touch, again, there is a little escalation there. That's an important step to getting to. You should be able to get at least to the hug and extended touch within a good time period. You know what, honestly, I would make sure that happens usually as soon as I meet her. Now, if you feel that you've got a lot of resistance in your life towards physical intimacy, It's going to be tougher for you to get that right off the bat. It's going to feel a little clumsy and awkward and you shouldn't even try quite honestly.

But on the first date, if you don't come away with a hug, something seriously has happened. Either something is really wrong with her or you didn't do your job in moving things forward, but the very least on a first date, you need to be able to get hugs or extended touch. Maybe even a little bit of hand holding or a little bit of physical touch and caressing.

Another milestone marker is the kiss. This is a romantic kiss. This is not a casual greeting kiss. I remember when I was in Montreal, the



women there have no problem with if a guy comes up and just give her a kiss on each cheek, and it's funny because the guy I was with at that time when I was hanging out with him, this is way back when I did close list. Several years back, I did a seminar with him, and the women there are just so open to that because that's a cultural thing. Getting a kiss in each cheek, it's the French thing, and you can make that natural, but the real kiss that you are looking for is the romantic kind. It's the one that says, "Hey, this is cool. This is the kind of connection I want to move forward with." The significant milestone marker there is that kiss.

Sexually suggestive contact, you will notice that some of these parallel the ten steps that I gave you up here. It's very close in some ways. Sexually suggestive contact, meaning that you are going beyond kissing, and this might actually happen before kissing, by the way, if you do it as dance or dancing on the dance floor, but it also leads eventually to an extended make-out session of some kind. It's a more sexualized contact. Kissing is sexual, but sometimes it can be taken to a whole new level by the use of much more sexually suggestive contact.

Heavy petting, this sound like it's something out of a high school sex ed book. It's touching basically under the clothes. You are going for a little boob, going for the little butt or whatever it is you are going for touch. It's physical touch, usually hands to other areas of the body. Be careful and don't be in a hurry to get to those spots. We use he



petting if you want to call it that or touching in erogenous zones as a matter of turning a woman on, but not to overdo it.

Mutual masturbation is another marker or another step. It doesn't necessarily have to happen, but usually it's just physically fondling those, again, more erotic zones, the direct sexual zones, typically, guy's dick or girl's vagina. It really doesn't get much more simple than that. It's usually also stimulating to orgasm, so whether it's a hand job from her or you, rubbing one out for her, that's a step in between and just prior to actual sex or actual penetration with you being inside her. You get the picture, bumping uglies.

Then there is a step or another milestone marker that you have beyond sex in terms of the physical part, it's mutually climactic sex. That's why I call it MCS, mutually climactic sex. What is that? It simply means that you come at the same time. This is a very powerful step that a lot of guys don't always pay attention to, or they may place too much emphasis on it too. Mutually climactic sex is very powerful, very, very powerful, because it's the unison. It's like bringing things in sync that were previously not quite at the same time. It's a totally different level for you to put a rubber on and bang away and come, and then she's still left wanting. So you take care of her, you may go down on her. You may help rub one out for her. She reaches down and uses her hands in some way.



But being able to make those coincide at the exact same time where you both reach it, it totally takes things to another level, especially in a woman's mind because she's so turned on psychologically. It's a very important step that a lot of guys miss.

Okay, those are the milestone markers, more physical milestone markers in terms of sexual progression. We are going from:

- Eye contact
- To physical contact
- To hug and extended touch where we are a little bit more intimate
- A kiss, a romantic kiss, not the casual greeting kind.
- Sexually suggestive contact, meaning dancing or extended make out or rubbing each other up a little bit.
- Heavy petting, this is where you physically touching under the clothes, the intent. The hand goes where it needs to go.
- Mutual masturbation, touching sexual organs. God, I hate that term.
- Sex, the actual act of sex
- Then going beyond sex into mutually climactic sex.
- Even beyond that into much more highly developed sexual encounters with women, which I'm going to talk about later too when we get into a little bit of the old tantra thing and all that



and we will talk about that, but your garden variety sex and then there is the oo la la wow sex that comes after that and that's the stuff that you are shooting for.

Those are the milestone markers. Now, I'm going to give you one that's really good. I know that for a long time with others, there has been this kiss test there in the internet. I'm going to give you mine that's very, very effective and it's very, very powerful and it's also very, very easy to learn. The purpose here is you want to build response potential. Response potential is building in enough energy and drive for a woman to want to get to the next thing.

So what you do is for this little test to see if she wants to kiss you because this is a big step for guys. No question about it, it's the one we look to, to see if this chick is really into or she's just kind of stringing me along. It's the first really indicators of sexual progression. So what you do is you start by moving towards her as if you are going to kiss her, and at some point, what you are going to do is you are going to change your mind about the kiss and back off. So you are going to look at her and you are going to lean in a little bit, and you are kind of like catch yourself and you are going to smile and you are going to lean back, because you caught yourself. You didn't quite go through with it.



Now, if as you move towards her, she backs away, she probably isn't ready to kiss yet. It goes without saying. So if you move in and there is not going to be a time where you are moving in and she's just pulling away and you keep moving in towards her. Your moving in is actually a very short gesture. It's just a quick moving in towards her and getting yourself in closer proximity to her. Maybe if she's sitting beside you or you are just leaning in towards her a little bit and turning your head towards her, see how she behaves with that one. That's actually a really good one if you are sitting side by side.

Now, if you move towards her and she backs away, she's probably not ready. That just means, hey, slow down, back up and get back to working on the attraction and try again. You haven't been written off yet unless she's asking you, "Oh, can you take me home? I'm really uncomfortable about this whole thing." It's not going to happen. She's just waiting to build up more of the attraction.

Now, if she stays in place or moves slightly forward, she's probably interested, meaning as you move forward and you look like you are about ready to say something or move in and she kind of moves in a little bit, that's a big indicator. The attempt and the back off will actually lock her in for a kiss later on. So when you do this where you move in and then you decide, "No, I'm going to wait for a little bit," and you know that she was accepting and was open to that and receptive, it guarantees that's going to happen right after. It's a guarantee, and that's what's cool about it. You don't even have to



actually kiss her. It totally takes all the pressure out of the situation and the anticipation. Not all of it, but you know what I mean.

Because if she didn't move away, then you both acknowledge that a kiss is inevitable. It's going to happen. If it was about to happen there, it's definitely going to happen in a little bit. Now, don't focus on the other person too much. It's like a sign on the road when you are driving along on a highway. If you watch the signs, you are not really spending the time that you need to steer the car, so as you are chugging away and then you look at the sign and then you are suddenly off the road and you are hitting a little turtle spot on the side of the road, you lost your attention, and in the case of trying to seduce her or attract a woman, you will lose control of that vehicle really quick. So you've got to stay and keep your eyes on the road.

Don't focus on the steps. When I say them, what I'm saying is don't focus on the steps themselves too much. Don't be sitting here after you've kissed her thinking, "Okay. That was cool. I got the kiss, but now, Carlos was talking about how we need to get into a sexually suggestive contact. How do I get there next?" You see, if you are trying to orchestrate that or build that in consciously, it won't happen naturally and it won't happen at all probably, so back off, relax and let it happen. The next opportunity will present itself. Being patient is a big step.



Don't rush. As a matter of fact, I'm going to bold that right now because I think it's that important. You want to want to make sure that you don't rush the progression of getting a woman interested in you. You don't want to go moving too quickly, because impatience is your enemy. You get her to want the next step just before you get there.

Okay, let me explain that. That's a very powerful dynamic principle. What that means is I raise the anticipation and the excitement and the attraction with her so much, so much so that she will want the next step before I am actually going there. I will get her so hot with that kiss that she will not be able to wait for more sexually suggestive contact, for a little bit of touching and stroking and caressing and all that, but I'm going to hold off on it, and that's going to make her want it all the more. It's really important because impatience will kill every seduction and every bit of your sexual power with women.

Every step that you complete, every escalation that you complete without awkwardness makes the next one seemed more inevitable. I'm going to repeat that. Every single step that you complete without awkwardness makes the next one seemed all that much more inevitable because you've pulled it off and you were cool as a cucumber and you made it happen.



Now, even if it happens awkwardly, it's better than nothing and you can still find ways to normalize it. It's not hard at all. Usually, humor is the best way to do it, but it's just as easy to do. So don't worry that there is nothing in here that if you fail on this step of going from kiss, sexually suggestive contact like you kissed her but you get her on the dance floor and she doesn't want to dance that way that you somehow lost the game. No, no, no. Your particular rules have changes just slightly and you may have to reassess your battlefield. That's all there is to it.

All right, those are the physical escalation markers. They are very simple. I'm keeping this very straightforward. This is all you need. Don't get too complicated with this. If somebody breaks down or picks nits with it, the whole nitpicking thing is not going to help you at all. The key is to just recognize the significant ones and where they lie for you.

So by the way, going back here, some guys can get from eye contact to physical touch to a hug to a kiss with no problem, but when it requires them to go past the kiss and into a more sexually, intimate contact to get things moving forward, that's where they fail and they flunk and they slow down and they end up screwing it up.

All right, physical escalation markers, that's done. We close up the roadmap while we are at it. The next section I want to talk with you



about is emotional escalation, emotional escalation, what that is and what is entailed on that, because this is an important part. This is another escalation that occurs in parallel with the physical escalation and the overall roadmap of moving from every point along the continuum. Recognize that emotions play a significant part of this. We've talked about the physical part, the touching the outside. Now, we are going to get inside, indoors and talk about the emotional escalation.

Sexual Roadmap - 2

All right, so to finish off this section, we will be covering emotional escalation, where to go and when, endgame strategies, meaning when you are right at the doorway of the bedroom and you are ready to close the deal, and first date sex and what it takes to get there if you would like to be able to go quicker to the bedroom and get those one night stands. There is nothing wrong with that. I don't obviously condone any kind of manipulation to force it to happen, but if you can make it happen comfortably, why not? There are women who don't have any problem with this, and you should be aware of that, and of course, what to do after the sex.

So let's go to emotional escalation really quick because this is very important. A lot of guys don't understand that there is an emotional component that kind of goes right along with the physical aspect that you have to know about to effectively seduce women and to get them



to have sex with you. This is the progression that we go through to have a girl turn into a girlfriend and turn to more than that.

The first step is stranger. The first step is she doesn't really know you at all and you are a stranger. You are a threat in a lot of ways. There is a lot more negatives than positives to you, which is why there is a lot of work required from men at the front part of this. So the blocker there is distrust. She's just going through distrust and she needs to overcome her distrust, and your job is to give her more trust.

From there we go from stranger through distrust to acquaintance. She becomes an acquaintance of yours. This is like a friend, but only just not a friend yet. She's not quite there. She knows you. She may like you, and that's the connector emotion here. Like has been established, but little else. She's a little bit more open now and you can have conversation with her, and she will talk to you. At least, the opening ceremony have been completed.

Then comes friendship, after a significant amount of like is built up enough, so that she can feel good with you, then friendship enters into the equation. Now, I know a lot of guys are going to be like, "Dude, you are not supposed to go for friends first." No, you don't, but there has to be a stage there where she would, at least, consider you a possible friend. If you can get to that point, that's one of those levels of progression emotionally that you have to get to, but you are going to go blow through that as fast as possible because if we stay here too long, you will end up her friend. You are going to end



being that little cry-on-the-shoulder dude that she just loves so much, but won't ever have sex with, so friendship is there.

The next step is trust. After you built up some more trust, then there can be some attraction built into the equation. Now, it doesn't have to necessarily in this order, but these are the things that come in. Actually, I take that back, these do need to happen in this order, but the attraction element is the one that we start working on in the zone. It doesn't mean that she won't feel like she can't be your friend or that she can't feel attracted to you before she has that. It should be in there, but it has to be in the right progression of feeling. So after friendship come trust through to attraction because she feels like she can open up and start to feel sexual attraction with you.

Now, trust does not mean that you have to prove yourself necessarily. It does not mean that she will supplicate or beg, borrow or steal to get her trust. It's not required. In fact, a lot of guys blow past trust right away to get attraction through the use of a lot of some of the more manipulative techniques that are out there, and I don't condone using them.

Desire and want comes next because we want to get her. For attraction to occur there has to be desire and want from her. Want is different than need because that's what comes next. After love, you've established need. Attraction establishes desire and wanting the person. Love, a long term connection with a woman establishes need



because when the love is taken away, it's unlike any withdrawal symptom with anything else.

But if you go out and you meet a woman and you get all hot and bothered and into her and that, and for some reason, it doesn't work out or she never calls you again, yeah, it's a pisser, but quite honestly, do you go through any kind of emotional withdrawal from it? No, you don't. You just move on with your life, at least most guys do, and you should too. It won't impact you more than a day or two at the most, but a love connection has need attached to it and it becomes more significant.

Then come devotion and commitment to make that love turn to something that feels stable. We know nobody wants to need somebody else, so what we do to avoid that need? Well, we have to find something that gives us security and knowing that that need won't be used against us. They won't be manipulated. They won't be taken away or pushed around or played with, and that is the devotion and commitment, the final stage.

So the progression for emotions for pretty much anybody, as a microcosm of this for most of our friends, is you turn from a stranger to an acquaintance to someone who will be considered a friend or possible friend to attraction, if you want to go to the next level, and eventually, love and then devotion and commitment.



Now, of course, there will be guys who will take issue with the attraction and friendship and what order they come in. When you are working on a woman that you are attracted to, attraction is always in all of this, but it only rears its ugly head every so often. It's really part of the bigger process. So there is the emotional progression or the emotional escalation.

Where to go and when? The frequency means different things to different women. The frequency of how things happen or how fast things happen will have different significance to different women, but with this in mind that each day is sequential, and this thing or this equation I'm about to give you is the time line for how things happen and what to do with women and what order. Each day is sequential. There are variable times in between. It's very variable and keeping it variable, by the way, between each one of these steps, and you are going to see why, is better because it's unpredictable that way.

If you try too hard to make things at a certain regular every day like you text her everyday or you text her every week, anything that's regular becomes boring because it's predictable. Predictable equals boring, especially in attraction. So you've let go of the predictability element and open yourself to a little bit of unpredictability. Make it variable. When it's unpredictable, it's more interesting.

Always remember, strike while the iron is hot. Whenever you have an opportunity, you take and seize that opportunity. You don't wait and hold it off because, "Oh, it's too soon." No, no, you move forward



fast as you need to move forward. If things move quickly just because they are moving quickly, don't go putting the brakes on. I've actually seen that totally backfire on people like guys get all weirded out because a woman suddenly does want to have sex in the first date and they are kind of like, "Oh, well, maybe we should wait." It's because they are all freaked out about the fact that it would happen so quickly. No, dude, you go with it. That's just your personal blockade to past. Your little mental obstacle is tripping you up.

Here is the timeline. Day 1 is the connection. Now, when I talk about days, day 1, day 2, day 3, day 4 and day 5, those are not sequential days. That's not day 1 of the week is Monday, day 2 of the week is Tuesday, day 3 of the week is Wednesday, and so on. This is just a unit called Day #1, and that #1, and this is the significant event that happens there.

Connection, contact information and some chemistry is established at this point. That's what you are looking to do on the connection. There has to be contact information that you get and some chemistry attraction thrown into the equation somehow. The goal for you is to get her attracted and to get her somewhat invested and get her contact information. Let me say that again, to get a little bit of attraction started, that's the chemistry part, a little bit of push-pull or whatever it is, a little bit of energy, we are trying to start the sexual tension, not big, but at least a little bit though.



You want to get her somewhat invested in you because if she isn't invested and she doesn't put out any kind of energy into this or put something on the line, it's like having poker chips and putting them on the table, if she isn't investing somewhat in your interaction, she will have no problem flaking out on you. Exactly what happens to most guys is they let it be a very, very light, superficial interaction where there is no investment from her and the guy is investing all of his hope and dreams that this hot chick would actually answer the phone when he calls. And when nothing happens, guess who gets trashed? Yeah, he does, not her, because she's getting every guy left and right approaching her.

For him to balance the equation, he's got to get her invested in him. It's very important and we will talk more about that. And then he gets her contact information. That's what happens on Day 1. Your goal is to get her attracted, get her somewhat invested and get her contact information.

In between Day 1 and Day 2, things can happen. You can have text and emails. Those are typically the things that happen between that when you actually finally do talk to her, but the time limit here is anything from minutes to hours after the first call or the first time you actually meet this chick. All right, that's it. Minutes to hours after the first call is fine. To get her a text or an email is cool, but again, you know when things seem a little needy. If you feel needy, then what you are doing is probably needy, so you just need to hold off a little



bit. That's all there is to it. Develop a little self-discipline over it, so that's the timing of it.

I want to close up this, so that we can keep the interim open so you can understand the time between these two. Now, Day 2 can happen several days later, whatever it may be, but it's to reestablish attraction and trust, and this can be a phone call. So this is a much more involved interaction. It can be a phone call or it can be an email, and the time limit here is one to two days after you've connected with that chick.

Okay, so let's say you skip this one. You didn't necessarily need to text or email right off the bat, but you've got her phone number, you've got her email, you've got her Facebook, or whatever, the interim question is when do you call her back, when do you reconnect? One to two days is all it should take. That's the limit. If you go beyond that, you are starting to disrespect. It just doesn't feel good to most women, they weird out on it. Unless you got her so hot and bothered for you that she's dying for you to call, in which case, then it doesn't hurt to call her sooner than later, does it? Don't push the envelope on that. One to two days is all you need.

The goals here on this one on Day 2 are just to get hold of her and talk to her again. That's it really. Revive her interest with fun. Remind her of what a cool dude you are. Remind her why she gave you her phone number anyways, and plant the seed for the date. The seed for the date is the reason why you two should get together again, and



could be anything. It could be something you talked about or do talk about on the phone. There needs to be a reason why. The date doesn't have to be set on this particular interaction, by the way. On this Day 2 interaction, the date doesn't have to be set right at this moment, but you must get her to the point of wanting that date. Even if you don't offer it, it should be desired by her and you will know this. You will know when she wants it by the way she talks. You will know it undeniably.

Go ahead, get the date if you can and it makes sense wherever you happen to be in the interaction. Sometimes what I'll do is I'll call a woman, talk to her a little bit, get her laughing again, get her all excited, and you can just tell she's dying. I'll be like, "Oh, I hate to do this to you, but I got to go. I was about to get on the bus. I'll call you in a little bit, okay? All right, bye." And just cut it off right there, and she is going to be like, "Oh." I know I left her a little bit deflated. I know I dropped her a little hard, but then I can just call her back like 20 minutes later and say, "Oh man, I'm glad you are there. I was just like gotten off the bus and figured, 'oh wait, I'll give you a call.'" You can reconnect it again, and she will be excited to hear from you again.

But at the same time, just remember that this goal that you are trying to shoot for is simply to get that reconnection going to remind her and to exercise that muscle to get her interested again. That's Day 2, establishing attraction and trust.



On Day 3, you want to meet again in person. There can be also another interim action, you can send another text or an email, but then again, don't be needy. You don't want to push the envelope too hard here, but know that it is possible. Day 3's goal is simply you want to meet again in person, so we've connected, the first time introduction, we approach or whatever, and then there is a reconnection on electronically via phone, via email, or whatever joking around.

The next is the actual date, the meeting again. It's a short date. It can be a low investment risk for both of you. Meet over tea, meet for a drink or a beer, whatever it is, but link it to something that you talked about previously. This is seeding. This is where if you talked on the first time you guys got together, when you approached her, you happened to meet her in... oh God, I'm trying to think of something that makes sense, you met her at a magazine store for whatever reason. You met her in a magazine store and your approach was whatever she was reading at that time from a magazine. Well, maybe you came over some sort of comment in that conversation about that magazine. Maybe she's into windsurfing or surfing, and you can tell her at this point where you are going back again on Day 3, you are trying to get that meeting again in person, now you've got a reason why. The reason why is what I said before here. There reason is why is you are planting that seed for the date. When you talk to her on the phone, you can get these things. You find the reason why you two need to get together again. Now, you can bring that up again to get



that date when you are actually do meet again. I hope that makes sense.

We are trying to establish totally logical and rational “it just falls into place because...” You are not happening to force anything here. You are happening to struggle to come up with a reason why you two should get together. It’s just seems like it’s should happen, and that’s the way you want it. Just like dominoes, it should fall over.

The time limit here is no more than a week without a genuine reason. Again, you don’t want to wait longer than a week from when you first met her to when you first get back together with her for more than a week. You don’t want more than week between there without a really good reason, like one of you is traveling or circumstances just really sucked. The duration of this time, there is a new time limit here, the limit between, but there is also a time limit of the event.

When you meet her again in person, keep it short. Keep the duration commitment down to one to one and a half hours. It’s better to keep it shorter and leave her wanting more than too long and boring and then losing the attraction. Again, a big mistake that guys make is committing themselves to seven hours with a woman and not really being sure they want to hang out with the person or her even wanting to hang out with you.

What’s the goal on Day 3? The goal is to build the attraction further. Continue that build up. It’s like an arms race. You are continuing



build up of attraction arms. Deepen the rapport. You are also working on getting connection underneath that attraction. So while you are teasing her and having fun with her and getting that push-pull, you should also be seeking to get much more established rapport and connection.

Get physical touch started with her. Get comfortable opening up the dates that you have with women. When you get together with them again with a peck on the cheek. Walk up and just say, “Oh great, it’s so good to see you.” And give her a kiss on the side of the cheek, but that’s it, a quick hug and a kiss on the cheek. It should seem natural and should feel natural. If it doesn’t, get it there, because if you are natural and congruent with it, she will be too. It’s a simple state of fact. If you are manipulative and greedy with it, she will also sense it. Some guys go in and try and get that little kiss on the cheek just to try and desperately figure out if the woman is still digging then or trying to get some security out of the situation, and that becomes manipulative and greedy. Hang off on it. So get that physical touch started with her as quickly as possible on this interaction. Don’t go waiting around. We are trying for sexual power here. We are not trying to water things down.

The kiss at the end of the date, if there is one, and more often than not, it should happen for you. If you get the attraction going, it will happen. Leave her wanting more. It should be a very short and abbreviated kiss, and again, leaving her excited for the next date, the next possible time you two can get together. It’s really, really



important. Okay, leave her wanting more and then leave her excited for the next date.

Okay, now, after that first mini-date or short, brief date that you got together with her, what happens in between? Well, again, text, phone call, some kind of little fun thing, play with her. Use some of the teasing texts that I gave you in some other programs. Use those to keep the spark going with callback humor and things like that. The time limit here is I would wait two days after that first date to build some anticipation without being manipulative. If you do something right after that first date, it's a little too soon. It can come across as a little needy. Let her do it. If she does it, great, but you don't be the one to do it.

Set that next date quickly. Set it as quickly as you possibly can. So two days after, you might text her and say, "I had a great time. It's a blast hanging out with you." And you wait, if she text something back and it makes it obvious that she's still interested and she's still up for it, you've got some continuity, then you text her back and saying, "You know what, I'll fire a day, so we will try and get together again real soon, all right?" And that gives you an opportunity again to call her back later and set that second date quick.

She's going to want to not seem desperate, so beware of that. She's going to not want to seem desperate, so she may put you off at first, but be persistent. Okay, so that's the interim. That's between this one and now the extended date. The first date was kind of like



warm up date. It's a warm up for the real event. The real event is the extended follow-on date. Now, this is the first real romantic date, and I tell guys that, "You know what, dinner is fine, but something that you can do as an activity is much better." Again, you want to be interactive with women.

I'm not going to go onto the details here. I actually have my program, *Killer First Dates*, that you can get from me for free. I'll give you a lot more information on what to do on these dates, but really the dinner is just providing the meals sort of thing, doing that provider role. It can work in, so don't worry too much about that. I think a lot of guys worry too much now about whether or not they take a woman to dinner. It should just come up naturally.

Make it a day date. Something that happens in the afternoon is kind of cool too, like on a Saturday, like it just works out that way. You can just say, "You know what, unfortunately, I'm supposed to be going out with a friend of mine on Saturday night. He and I, we had this thing going on for months now, but I thought it would be pretty cool since I'm going to be around your area anyways, we just get together and hang out during the afternoon. What do you think?" She will go for it. It gives you a little more time in there. You can still have some daytime time, and then again, use it effectively. It's a day date.

The time limit here is that it should happen within the couple of days of your original short date. Remember back here where you finally first met the first time in person. You want to happen again with



few days of the short date that you just had. The duration of this date is two hours to three hours. I would say two to three, but with a possibility of more, but not an obligation to more. It's a key and critical difference there. A lot of guys miss that one too.

It's two hours with a possibility of more, but not necessarily an obligation for more. So keep the downside low for her. You want to keep the downside, or what I call the downside risk, as low as possible for her. She should not feel like, "Oh my God, I'm going to be spending eight hours with this guy. What in the world did I do? Okay, I'll do it." But you know what will happen with the first opportunity she gets, she will back out or flake out because it's just too much of a freaky obligation.

Make it inevitable. Make it easy for her to push the dominoes over. It should be so totally low obligation and low key, and then once you are in the date and having fun, extending it becomes natural and it will just happen on its own, and that will seem more like destiny to her. That destiny thing is big with women, by the way.

What are the goals on this date, this extended rather? It's more attraction, more rapport. You are establishing the maybe in her mind. This is the possibility that you could be the one, because every woman wants to entertain that notion, "This guy could be the one. He's pretty cool. He's pretty funny. He's got this trait. He's got that trait. He's really pretty interesting."



Remember at this point it doesn't matter if you are or even if you want to be, but she should be entertaining the notion that you could be because if she's chosen anything else, you are out of the game, so what's the point. You want her to be entertaining that possibility, not like you are trying to romance her right off her feet and then to a bridal gown. You are just trying to make it clear that you are a possibility.

More physical contact is definitely the goal for this particular date. It's a longer date, so you definitely want to have a longer kissing, and what I call presexual touch, which means maybe your hands strays a little bit closer to her butt. Maybe you grab her arms a little bit and pull her in tight when you kiss her. These things give it much more sexual innuendo and passion, so I would say probably if you want to associate a word in there, passion would be a good one. Those are your goals for the extended date.

Okay, interim between this one, again text or phone call after this date, the big date, and the time limit is again two days to build anticipation without seeming manipulative. If you didn't have sex on that date, there is no reason why you have to contact her the next day. In fact, not contacting her day is much better. That builds a lot more response potential. But waiting until the second day is a good idea. I wouldn't go too much farther than again because then it seems like you are just not caring, being disrespectful again.



Now, we are back to Day 5. This is the fifth in the escalation path, and this one is the experiential date. This is the third date. It's the big date they talk about, but a lot of guys expect it to be the big day of sex. Don't expect it to be the payday for you. Don't expect because it's the third date, and nobody talks about it being the one that you have sex on, that you are going to get it. In fact, I often make a joke about that saying, "You know what, this is our third date, and I don't want to set it up right now. I don't know if you are going to be getting any on this one, okay? So let's not get all that weirdness in there. Let's just have fun." It works great.

Make it more clever and more thought out. Put some mental effort into this one because you want to impress her that you are really thinking about her, thinking for her, trying to give her a good experience. She wants to feel that. Here, a dinner or a meal will be excellent. It would be really good to have at this point. By this time, the fifth date, you are getting pretty connected with this chick. Cook for her at her place. This is going to lead naturally into it being a payday for you if you really want to know the truth, but that's an awesome way to handle Day 5, which is the experiential date, and then make sure the time is open-ended.

Make sure there is no time limit. There is nothing after that you have to worry about. Salesmen have a great ways of doing this, but you just have to be clear that, "You know what, hey, do you want to go out on Saturday? Cool, cool. You don't have anything else going on that day



or night, do you? Okay.” That’s all you need to do. You want to make sure there is nothing else going on that’s going to create a situation.

From time to time she may throw one in, just to test the waters, and to kind of establish limits and establish boundaries, she will say something like, “You know what, I am supposed to meet a friend of mine a little bit later on. I hope you don’t mind. You know what I mean. We are going to have a few hours and everything, but I might have to meet with her.” That’s her way of saying she wants to put that out there and see how you react to it and see if you are going to get all, “Damn it, I’m not going to get any sex tonight. This is the third date.” That’s really what it’s about. It gives her an out, just in case.

And then there is the sex date. Whatever date it winds up being, you have to start to move it forward, but every date moves it forward a little bit, every single one. No matter what happens, it’s got to move forward. You will sense it. Everything will start to move forward and if there is no other factors, you or her, you want to move things forward assertively by the fourth date. When I say move it forward, I mean get it into the bedroom. Get it going towards sex because there should be a steady, but gradually increasing slope of sexual energy every one of these days that we’ve gone here. Day 1 from the connection, there was an initial attraction established. On Day 2, reestablishing that and then meeting again in person, having the extended date, the experiential date, and then eventually, whatever date it happens on, whether it’s the first, second, third, or whatever date that is, you have to be the one constantly moving it forward.



That push is what really makes it happen. You are willingness to go out and go out on a limb to make it happen.

Now, how do you make that? Well, that's what we are going to be talking about more in the rest of the strategies in the section from the endgame strategies. The first date sex where I'll show you how to make that move forward as fast as possible and kind of complete the loop on the actual sexual roadmap.

Sexual Roadmap - 3

A word on endgame strategies as we finish up the topic of sexual roadmap and the overall big picture of you of how to go from A to Z, endgame strategies is about what happens right when you are at that zone before the bedroom. Endgame is the zone when you are within just a few minutes of penetration or sexual contact and sexual intimacy. It's just a few minutes. This means like you are right there at the door. You know it's imminent. You know it's about to happen.

Now, the big factor here is how you are going to handle things if you are denied. That's really what the endgame is all about because if it just goes on its own from here, you are going to get laid. It's not terribly difficult for you to make it through this portion. You don't need strategies. You just need to keep going. You just need to keep moving forward, and you will, and if you keep doing that, you are going to get to success.



The key and critical component to understanding endgame, which is the last ten yards, if you want to think about it that way. If you think about it in football terms, the last ten yards on a field is right before the goal. The red zone is that zone where things could go wrong and that's where you have to prepare the most. The question, the big factor for this area is simply being prepared for what happens if you are shut down. What happens if you are denied? What, if she won't let you into the end zone, and for whatever reason she puts up a front or a defense and decides she wants to resist you?

When I say resist, I don't mean that you are physically forcing her and I don't mean that she's physically resisting you. I mean that she's actually going to sort things out and put on the brakes to having sex. Well, think about this way, first of all, she's only going to deny you if only just to establish who is in control. This is typically why women deny guys if they are in the red zone at the end zone area. It's the last ten yards, you are about to have sex, why would she stop you here?

Well, number one, she's having a thought in her mind of, "Oh my God, we are about to do something really, really important and really, really big." And of course, depending on whether she's a resistor or non-resistor, you know what that means to her intellectually. For some women, it doesn't mean quite as much. For some women, it means quite a lot.

She's going you to deny just to establish control to show that she's the one in control. So even a low resistor woman, a low resistance to



woman, is still going to resist you or stop you here because she wants you to know, “Hey buddy, before you get this, you know I’m in control, right?” That’s what she wants to do, but she doesn’t want to do it confrontationally like that, so how does she do it? She does it with, “Oh, oh, stop, stop, we shouldn’t. We shouldn’t.”

A lot of guys misunderstand her for being that and they call it the slut complex where she’s afraid to be the slut. She’s afraid of being perceived as being a slut, and yes, that is a big part of it. But what they are failing to see is this one reason below it, and that reason below it is that as long as she knows that she still has control, as long as she knows that she still is the one saying yes or no and that she gave the veto and/or the approval vote, that’s all she needs. So there is an underlying reason beneath the whole slut complex thing that most of this pickup artist guys and a lot of the other gurus out there miss.

It’s not necessarily about that because that slut complex that she has is not as important to her with a man. Her perception is as long as you’ve done the right work up front, she will not necessarily have that view and she won’t be worried about whether or not you think of her as a slut. It’s going to be on how you handle it up to that point if you communicated her uniqueness. If you communicated some genuine like overwhelming empowering attraction for her and you communicated that desire effectively, she’s going to be okay and fine with that.



But if she senses that you are only in it for the sex or that you are only in it because you think you can get the sex, women, by all means, she 's going to stop you because of her slut complex. She doesn't want to be a slut, but the reason that most guys actually run into it tends to be this one. She's going to deny you just to establish who is in control and then to find out what your character is by how you respond to her. How do you respond to being shut down? Are you going to do the stomp-your-feet-on-the-ground thing? Are you going to do the "oh, come on, let's have sex, you can't stop now."

Remember, this goes back to the old women are disconnected from their state of physical arousal. They can be totally intellectually separated from everything that's going on below. So she could be this close to orgasm and still be able to go, "Oh no, stop, stop right there. We need to stop." Okay, it can totally shut down on her, whereas with a guy, he's going to finish no matter what.

I'm telling you've been warned because this is a really important thing to remember. These two reasons here, if you address them correctly, you will get in. You will get to touchdown and she will be happy for you. She will be one of the cheerleaders on the sideline going, "Oh, oh, oh." It's going to be that easy for you, but you've got to remember, you've got to let her think and believe and let it be real, of course, that she is the one who is in control when it comes to the sex. You can't deny her that if you've been effective up to this point.



Some guys can get to orgasm really, really quick and totally blow themselves out because of the speed in which they did it. The woman has no way to believe that she had any control over this. She's going to be like, "Whoa, whoa, wait a minute. I've been taken on a ride here." And those girls are going to shut you down hard and fast, and you are going to have a really hard time recovering. So when you get good at some of the pickup artist's skills, they can really hold you back in the real world of attracting women that you may you want to date more than once, but who knows? Maybe you don't have a girlfriend.

And the character, the character response is really, really important. She will just pull on the brakes just to sit there and go, "Let's see what he does with this." That tells her more about you than she needs to know. Anything else she needs to do is to see how well you deal with sexual rejection. Dealing with sexual rejection is a primary character differentiator in guys. It tells her whether or not you are getting any. It tells her whether or not you've got a sense of inner security and calm about you. It's also telling her how you think about her.

Because if she shuts you down and you get really, really pissy and bitchy about it, it's as if you are treating her as if like there is only one shot at doing this. What does that tell her? One shot, she's just one shot. That means you are not really in this for the long haul. Are you just going to, what, dispose of her? This is a one night stand to you? Do see where that logic goes? The problem with logic is it's usually true.



Okay, so I'm going to leave that open because that's really critical, and we may come to that. The big factor is how you handle things. Now, when she delays you near the goal, you simply happily agree. Why? Why would you just agree and go along with it? Okay, because, first of all, she's about to let you in. You have to keep in the back of your mind that she is within this close of letting you in and you are getting the sex. Keep that in mind.

It's like one of those things that you just store away and you are like, "Huh, okay, cool. Sure, I'm almost there." You can be totally laid back and relaxed if you know that in the back of your head, and you have no problem saying, "Oh sure, yeah, let's slow down. No problem. Do you want something to drink? I'm going to get something from the kitchen." You can disconnect so easily because you know you are almost there, dude.

It's like the bouncer at the door of a nightclub. He says, "Dude, hold on." And he's looking inside the door, checking the club out to see if he can let more people in, and then he decides, "Oh, okay, go." That's what that moment really is. There is a bouncer there and he's saying, "Whoa, whoa, hang on a second. Okay, come in." That's all she's trying to do. She's trying to be the bouncer at the door to control who goes in and who goes out, to put it in crude terms.

Bouncers have to do that final verification on you before they let you in. It's kind of like a check to see if you are cool or not. That's what she is doing. She's using her little internal bouncer to check and see if



you are cool. Don't get greedy or impatient. You are this close to the goal, dude. Relax and keep yourself cool, calm, and collected. The last ten yards is so easy for guys and yet this is where most guys screw it up by losing control there, being pissy and petulant and being a little bitch about it, and they wonder why they don't get any. Well, this is why.

Now, what? What do you do? Well, first remember where this happened. This is the strategy I want you follow. This is what you are going to do if you run into this situation. Remember where she shuts you down. When I say where, it's where in the whole sexual roadmap did she shut you down at. Where did she put the brakes on? Does she put it on when your hand was in her pants, or did she put it on when maybe she was going to touch you, or did she put the brakes on when you are actually in bed together almost naked? You've got to know where this is happening because it gives you a sense of where she's starting to pick up the vibe that some things have changed here and some things are going to go sexual because she won't do this. She won't put the brakes on unless she knows that sex is imminent.

Think about that for a second. Why would she do this? She does it because she knows that sex right around the corner. Wait for a few minutes. Just kind of back off a little bit and be nice and kind of sexually cool and playful and fun. First of all, you are going to pick up where we left off in a minute, but let me tell you about what you do before that. You simply just stop, lean back a little bit, and appreciate her. Let her know she's desirable. Just kind of lay back with her.



kind of run your hands around her arms, the non-sexual parts of her body and say, “Whoa, I’m glad you put the brakes on there because you are just like too much, girl. Damn.” You are giving her appreciation, and you are communicating that sexual desire. Remember, that’s what women want to feel. They want to feel your desire more than anything else.

Slow sensual touch, it’s a slow touch where you are just like running your hand along her body. You are keeping the stimulation going. You don’t want to break off necessarily. You don’t want to necessarily jump up and go to the kitchen and get something to drink, but you want to just keep the sexual contact or the physical contact going at a much reduced level. Keep kissing her without going in aggressively and trying to get back to that sexual and physical space you are in. Again, don’t try to race back to where you left off too quickly. If you just let it build up again slowly, she will let you get there and probably further most of the time, nine times out of ten.

Simply build it back up slowly. Build the sexual energy back up slowly, and most times, she just needs to know that you won’t run her over. That’s really what she needs to know. That with your sexual energy being so strong, and of course, powerful, the masculine energy can be very intimidating to a woman, she needs to know that you are not going to run her over with it, that you are going to totally try, and like, again, force sex on her, to be a sexual predator or a sexual threat to her.



Now, what if she does it again? But wait a minute I'll step back here. When we talked about that she knows she's not going to run him over, you also have to communicate that you are going to respect that boundary that she set. Respect that she set a boundary and show that respect. Nine times out ten, it's what she needs to see. That's it, and then things go straight from there to where they need to go.

So what if she does it again? What if she does put the brakes on it once more? Okay, figure out if you got further this time. Did you run up against the exact same barrier, at the exact same point in the game? If it's at the exact same place, chances are there is a pattern there that's going along and that she's trying to stop it, and she probably has hard coated physical barriers that she doesn't want to go past. Maybe she made an agreement with herself.

I remember talking to girls about this all the time. After I would sleep with them, I would always do a little bit of postmortem where I would ask them about, "Okay, so when did you know we were going to have sex?" And then I would say, "So what were your thoughts coming here tonight?" Or whatever, I just want to find out what was going on behind the scenes that led up to this moment because it gave me so much insight into women and their thinking.

This one girl said, I remember she had volunteered it, and that she's like she's laying there after we had finished and she's like, "Oh God, I promised we weren't going to do it tonight." I was thinking to myself, "What? Are you kidding me? You promised..." I was thinking this



my head, “What in the world has that have to do with anything?” It just blew my mind that this chick was actually making promises that had nothing to do really with her and me. But with her girlfriend, she just did it on a whim, and I don’t know what the hell the conversation was about. Who knows what her girlfriend was trying to do. This is when I was a lot younger.

But you can see what happens, women will make some really wild, little leaps of logic and faith and decision making. If she does it again, figure out if you got further. If you did not get further, chances are there is a hard core limit there and you probably need to root out more what’s going on there, and you might want to respect that that maybe it’s just not going to happen tonight. No big deal.

If yes, if you did get further than you did last time, then again, just stop, back off, start appreciating her and go back to sensual touch, kissing, don’t race back, build to back up slowly and do it again and again, and you will keep getting further and further and further. This is a woman who probably needs to see a lot of persistence from you. Which type of woman is this? Do you remember your typology? It’s the high resister girl. She’s going to put up a lot of resistance, but again, it’s part of her feeling of being in sexual control.

Again, if you keep running up against the same barrier at the same point, if you didn’t get any further, then it probably means she’s just not ready. You can try again, but you have to be careful. If you keep running to the same barrier, it’s going to look like dumb persistence.



and it's going to look like "I need to get sex" and that's going to turn her off.

Also take note of how you got shut down. How did she do it? Did she do it very nicely, but very firmly and almost like she was pushing back into your corner, or is she just kind of put her hand on yours to slow you down a little bit. There are different ways a woman approach it depending on what their motivation is, so watch that. How she shuts you down is just as important.

All right, so we just covered the endgame. The most important part for a lot of guys is those endgame strategies. Now, there is something called the freeze out. You may have heard this. It's a manipulative tactic. It plays on insecurities. What happens is, let me close this for a second, this where a guy will run up against a woman saying no to sex right when they are getting really close, and what does he do? He just totally shuts her out and shuts down. He disconnects. He practically gets up and goes and gets the remote or whatever and turns on the TV and starts watching TV or he goes into something else. It's like he basically abandons the woman. This is a bad idea. This is almost always a bad idea, and the guys that use this. I find it very manipulative and very false, and it's actually going to turn off a lot of women this way.

The only women that this typically works on are the more insecure ones. It's a manipulative tactic. It plays on the insecurities of the woman thinking that she's rejected. You are trying to make her feel



rejected, so that you can get what you want to get, and it's very manipulative.

But you can do something like this with kind of a self-confident calm as long as it's genuine. Let me explain how this works. This is kind of like a moderate version of the freeze out. It's the only one that I actually condone using. This is where you say something like, "Oh, you know what, you are right. We should probably cool it off a little bit, right? We are not in any rush." Turn on the TV and then turn on some comedy. Turn on some comedy. Don't immediately get up from the couch and run off to another room or do something else. Stay close to her and just kind of shift position and say, "Hey, let's watch some on TV. I think there is some really cool stuff on Comedy Central right now." And you turn on the TV and you go there.

Or you say, "You know what, you are right. This is getting a little bit hot and heavy. Do you want to go for a little bit of a walk?" And you take her out on a walk, maybe it's around your neighborhood or something like that, and you come back and you can try again.

The key here is that you can only use this tactic of disconnection, strategic disconnection or what we call a freeze out but only much more moderate. You can only do this if you can happily let her go. Could you happily let this woman go? Can you disconnect and not feel like, "You know what, I feel like I just lost her. I totally screwed up." Or can you be like, "Cool, no biggie. We can come back and do this again sometime."



If you can do that, you can do this tactic effectively, but you don't do it cold. You don't break off verbal contact. You don't shut down. You don't play the real true freeze out game where you try and literally freeze her. It's just not effective. It's manipulative, and again, it's playing on insecurities rather than playing on your own strengths. So it's really important in that freeze out tactic can be used in a way that is respectful to her, respectful to yourself and it does not rely on manipulation. It's another way of handling that endgame dilemma of being blocked, and it's important. All right, there are your endgame strategies.

To serve and protect, what am I talking about here? Well, there are risks. We always have the risk in sex of pregnancy. We have the risk of STDs. Those are two biggest risks the guy has to watch out for, and he may not concern himself so much with pregnancy, but you will if you are hit with a paternity suit or some kind, or you are being forced to pay child support.

I recently related the horror story of a guy who was in New York and had a one night stand. He thought he was going to create a girlfriend out of this, but what he ended up creating was a monster because she got pregnant, and what did she do? She actually is denying him access to his kid and is suing for child support, and all those other stuff. You can just tell this woman is incredibly evil. I mean, it's just an incredibly evil story.



Even if I was misinterpreting it, she's still evil. It's one of those stories where you just cannot deny the other person is such a wicked person. I felt bad for this guy, because basically he had been had by a reverse sexual predator. It's really it, and I really feel sorry for these guys that get into this situation. With this kind of situation, the whole protecting yourself against any kind of pregnancy or disease is essential. It's just absolutely essential.

Just always have condoms. Even if she's on the pill, you just got to protect yourself. You've got to. Yes, and with anal and especially with anal, you've just got to, there is never anything. Even when she says, "Hey, it's okay. You can go with it, blah, blah, blah." No, you can't. There is no such thing as unprotected sex for you until you get to a certain point in the relationship. So again, don't trust the woman on this one. I'm not saying you can't trust women in general because most of the time they are looking out to protect themselves as well. They are going to actually be much more wired to ensure that you've got some kind of protection for STDs or for pregnancy, but again, that's not always a guarantee, so protect yourself.

You cannot protect against STDs with a pill, so you don't know if she might have herpes or she might have something she's not telling you about. To be fair, most women are very upfront and very honest about these things. I'm fairly sure and certain that statistics have shown that more men tend to lie about these things than women, but it does happen on both sides of the fence, so recognize it. Recognize



also that even with anal, especially with anal intercourse, you need to have protection. You need to have protection.

Never trust a woman when she says, “Oh, it’s okay. You can come inside me or whatever.” No unprotected sex. These are the rules for it as far as I am concerned with unprotected sex, and it’s cool as I know it feels to go bareback, you’ve got to respect these rules.

No unprotected sex until you can establish monogamy. That means you are only dating each other and seeing each other and having sex with each other because you don’t know what other people are doing. You both have been tested for STDs. Go to a Planned Parenthood Center and get yourselves tested for AIDS, HIV and any other sexual diseases you want. That’s the best thing to do. That’s the best path.

Once you’ve crossed that border, you are both going to feel totally safe and secure with each other. It’s going to be a big trust thing for her more than anything, and you are going to have much more fun. Let’s just face it. It’s much more cooler to be able to do it without all that extra stuff involved that again protects you, but at the same time you want to make sure you can get to a nice connection with a woman.

All right, now, we are at a very big point in the program. This is the first date sex section. This is a specific strategy for having one night stands. Now, some guys have said, “Dude, you, Carlos Xuma, is teaching this? Is this going against what you teach with *Alpha Lifestyle* and blah, blah, blah?” No, it does not. Because the reality



women out there who want this just as much as men, and there are so many women that didn't do have first date sex.

It's also very, very popular with internet dating. That's why I was doing it for a long time because I knew that I can get a much higher success and close ratio with women that I was meeting online, and there were some really hot women I was meeting there, so please don't think that this is some sort of skunk territory.

But this is not an ethics issue when it comes down to it. If you are okay with this sort of thing in your own life, you don't have any religious or moral barriers to it, of course, always identify that first. This goes back to your presuppositions, your premise. If you have a belief that contradicts what it is you are trying to do, you are going to be in a state of turmoil and it's going to sabotage any success that you have.

First date sex for me and for most guys is not that big of an issue. In fact, we try and get there. I want to point something out before we go into this section now, and that is recognize that when you do have sex on the first night with a woman, you remove a lot of the challenge that allows you to want to connect with her in longer term.

Men have this built-in mechanism. I know I did, and I recognized it in an early age. We have this mechanism that basically if you get too far too fast with a woman, if she lets you, you don't feel a sense of challenge, and when you lose that sense of challenge you lose the



to chase. It's like the antelope on the plains that just didn't run. A lion might bash it around. It might even eventually kill it, but it will be like, "This is really boring. Anyway, you guys eat this one. I'm going to go chase the one over there." That's the one he savors. That's the one he desires.

This chasing mechanism or the need to chase is built in to guys. We need it. Just as much as women have that need to be chased and to put up a little bit of a fight, the no, no, no, no. So first date sex, what it's really about is if you are on a path where, okay, maybe this person where you both realize, "You know what, this is about all we got right now. It's this chemistry thing. Long term, there is nothing else here that's going to work with this, but this might work tonight." That's one of the legitimate reasons you might want to pursue this.

There is a ton more, but first of all, let's deal in reality when it comes to one night stands. If you think you can just hypnotize a woman into bed, it isn't going to happen. I've mentioned this already. Or that I'm going to show you a back door trick that's going to sneak in behind their defense mechanisms, but that's not going to happen. That's not what we are talking about here.

This process that we are talking about is simply a highly amped up and very compressed multiple night seduction that you put in one very quick frame. It's a lot like basically just keeping your foot on the gas. It's like pressing down on the gas and not letting up on it. If you are familiar with the story of *Christmas Carol* by Charles Dick



where he talks about basically Scrooge was told by Marley's ghost that, "over the next three nights, you would be visited by three different ghosts." What we are doing is what exactly happened in that story, which is you squeeze all of those events into one night and you get it done once.

So here are some of the myths to think about when it comes to first date sex.

- Having sex on the first date will ruin it later. It doesn't necessarily. Even contrary to why just a minute ago about losing interest and the whole chase thing with guys, that's real, but at the same time, some guys won't feel bad. They will feel even more interested in a chick after they slept with her because it was actually pretty good and pretty cool and she seems like a cool chick and you want to reconnect. Having sex on the first date will not necessarily ruin it for later. You can go back and create a relationship out of it. It does happen all the time.
- Girls don't want a guy to move fast on the first date. That's another myth. What they really want, what girls really want on that first date is somebody who is bold, fearless, masculine and takes leadership over this situation. It does not exclude sex on the first date.
- Another myth that guys fall into or fall back into is that she's not as into having sex as men. With this one, it's another one of those things I think that was invented by men to explain why they were screwing up with women all the time, "Oh, it's not me. It's not my bad skills with women. It's her. She's a cold, frigid lisbo."



Okay, put that stuff aside. These myths will only get in the way and make it harder for you to get to where you want to go. They are not true. Having sex on the first date will not necessarily ruin it. Girls do want guys to move along, at least, at some pace. They would have different rates though and different paces, so you have to watch out for that, and she is into having sex, but you've got to really amp up that energy on this first night meeting.

Two factors to the SNL or the same night lay.

1. Her self-esteem. First, her self-esteem has to come into play.
2. Your cocky bad boy attitude. You see if you are a nice guy, you are going to have a real struggle with this. It's going to be very difficult for you to push forward with a kind of aggressive intent that you need to have to get a woman into bed. Trust me. I've been there. I have played the bad boy role pretty extensively, and I know just how far ahead to push the envelope. It's really far sometimes to do this and to pull it off. Not always, but very frequently.

You have to be really willing to go forward aggressively. You have to be more forward and dynamic with women. You've got to be really willing to ride some pretty wicked tides, as they call them, and be aggressive about moving forward.

There has to be more sexual energy. There has to be more laughter and goofiness. There has to be more teasing and banter, the back and forth interaction that's very sexually charged. Simply it comes down



to this, you can't bore a woman into going to bed with you. Let me say that again, you cannot bore a woman into going to bed with you. In other words, you can't get her into bed by boring the shit out of her. You get her there by being interesting, vibrant and dynamic, taking the lead, taking the sexual leadership role. So be more forward and dynamic. You have to really realize that whatever you may be doing now, you are going to have dial that bad boy up to a level to get some of the one night stands that you are looking for.

Can you break a few eggs to make omelet? This is a very important question. Can you break a few eggs in order to make an omelet? In other words, there will be points in the interaction with this woman, whoever it is that you are targeting her for being the woman you want to sleep with tonight, there will be points where you need to make or break her as a prospect, meaning that she's not going to wind up as your friend. You've got to be willing to accept that that she may not be your friend, or anything for that matter. You may never see her again, depending on how this goes, and are you okay with that?

This should be your interaction going in with any woman, not just a woman you are trying to sleep with on the first night. Because let me say it one more time, this is not something where we are trying to manipulate women. We are not trying to brainwash them. We are not trying to trick them. We are not trying to seduce in a way that's deceitful or dishonest. We are simply moving things forward more aggressively and with a much more focused purpose, and she will



want to go along with that if it's right for her. And if it isn't, well, then you don't, and we will talk about that situation too.

But remember that you've got to be willing to break a few eggs if you are going to make an omelet, meaning that you've got to be willing to accept that there is going to be some occasional damage for what you are doing. I don't mean damage to her, but I mean damage to the possibility of keeping this girl interested in you. You may push it too hard and she's just blown out and she's not interested anymore with you. It happens, and if that's okay with you, then you are in a good position mentally to do this.

If you are not, if you are going to always be worried about, "Oh, I don't want to go too far, I don't want to take that risk," if you are going to be there, you are going to have a touch time making this dynamic work for you because you will always be fighting yourself.

We are accelerating the timeline more aggressively. We are increasing the sexual charge. That's what this method is about. It's accelerating the charge and moving quickly to the bedroom by being more aggressive and more assertive. You will not blow her out, but you have to be able to push the envelope rather. You are not going to blow her out. In other words, you are not going to totally destroy any chance of ever contacting her again. You've got to be ready and willing for that because you can't predict women, but on the other hand, you won't blow her out or you won't totally destroy this person



either. But you have to be just willing to push that envelope. How far can you push it?

It's like having a jet fighter at your control. How far will you go when the jet starts falling apart? Are you going to eject? Are you going to be able to eject? Are you going to ride that thing into a fireball? It's not necessary. And remember always, no means no. I shouldn't have to say this by now. But unless you want to end up with some other guy pressed against your back in a prison somewhere and you are saying no, instead of being her, I suggest you never ever push the physical limits with women and never, you never ever force yourself on women sexually. You never need to go there. It never needs to be done. I'm assuming that most guys that get this program will never need to be told that. It's just probably a simple statement of fact there, but I need to put it out there. Remember that no means no.

Take care of the obvious logistics. Here are the obvious logistics you must have in place before you go on this path. Personal hygiene. Work out before you meet her. It's a good idea because what it does is it raises your energy level and it gets the testosterone built up. Shower before you meet her. You are going to shower because obviously you want to be clean, but again the workout and shower combination is really good because it gets you in a certain physical space and mental space.

Of course, there are other stuffs that I really shouldn't have to tell you about, but I'm going to mention it anyways. Your breath, take care of



your breath. Make sure your hair is clean and cut. Make sure you are shaved. Make sure your nails are manicured. Your skin is taken cared of. You've got some lotion on it. Take care of the obvious hygiene issues. If you don't know what these are, there are plenty of resources for you to get to be able to do that. This is not what this program is about, but make sure those basics are in place.

Home hygiene, your home has hygiene too. Let me tell you, if you are going to bring this woman back and you are going to make this into what you want it to be, have a home that's ready to go. First of all, make sure it's clean. That goes without saying. Clean the toilet. Clean the bathroom. It's a big, big thing to do. Clean up the kitchen a little bit. No food laying around and no critters.

Romantic atmosphere, you set this up in advance. Make sure you have candles. Make sure you have music on demand of some kind. Whether it's from Pandora or your iPod or whatever, make sure you have uninterrupted music, meaning music that don't rely on the radio. Never turn on the radio, because what happens when commercials come on? Your attention is drawn. It breaks the state, so music only. And of course, lighting, and that goes back to candles in a lot of ways, but it's the ability to dim the lights down is really important. Make sure things are comfortable. Make sure you have pillows and things like that.

Make sure you have the other logistics that most guys don't think about. Make sure you have water near your bed. Water is ready



available because making out and doing all those nasty little sex things use up moisture. Have condoms, and have those placed around the house, and of course, having an extra toothbrush for this stay over. Once you have all that prep work in place, you are going to have logistics taken care of and your conscience can be free of the anxiety built around that. You are going to be ready. Being prepared is half the battle.

Now, here is the sequence. We are going to talk about the actual sequence for the first date sex process. With date logistics, where do you go? How far away from home you go, and where she meets you? You need to think of these things in advance because if you screw these up, you can make it difficult to get to the first date sex that you are looking for. If you go to someplace that's way far away from your home and who drove? Did she drive or did you drive? I prefer to let the woman drive because then, of course, she has to come with me. There are always logistical things that go into the one night stand, and you've got to think about them.

Where she meets you? Okay, here is where she should meet you, have her meet you at your place. If you are the one to arrange things, and you should have, then you are going to have her meet you at your place, and you just say simply, Hey, you know what, let's meet up here since it's closer to wherever it is planning to go." Then if you can, it would be cool if you could walk there, or whatever, take a cab if you are in a city, have her drive you too from your house. That's a great



way to do it too, because now she has to come back to your place anyways.

Don't let her come inside and poke around your house too long. You want to build up a little bit of mystery. What I like doing is I like it when the women finally arrives is I'll her come in for a second. I'll say, "Hang on a second. I would just go and get some coat or whatever out of the closer, whatever." I would invent something, "Just hang on here for a second. I would be right back." And I let her stay there for a second, so she looks around a little bit because women are so curious this way. They will look around the house a little bit, but she won't have an opportunity to do much after maybe 30 seconds or a minute I'll come back and I'll be like, "Okay, cool. Let's go." That builds up a little bit of anticipation. She's wondering, "What else is in this place?"

Attitude, you want to make sure that this attitude permeates your entire evening together. That this is, number one, totally normal. This is totally cool, and if for some reason she does shoot down the possibility of meeting at your place it's no problem. It's no problem at all. Don't make it a big deal because some women are going to be skittish about doing that. It's a sexual safety issue.

Remember the whole sexual threat thing that's constantly running in her head. She may not be cool with that yet. She may not be that laid back. She may have some issues that you need to be aware of. So if you ask her, and you try to make it as totally cool as possible to



like, “Hey, let’s meet up at my place. It’s going to be closer to the bar when we go there anyway, and it’s totally cool.”

So with logistics, I want you to consider where it is you are going to be going? How far away from your home, and what does mean if she meets you there, or if she meets you at your house, or if you meet her at her house? Does she live with other people? What are the logistics of the situation? You have to know those in advance to make good decision.

So you’ve got to start strong and warm. It’s really important to start strong and warm with a woman when you get together with her. Okay, this is part of the sequence, and it’s really important because it’s setting the precedent for what’s going to happen later on. Most of the problems that you have with getting attraction started is if you are trying to get the first date sex going on in the first night or whatever it may be, it’s almost always attributable to something you did very early on. You didn’t start out on the right foot. You didn’t set the right precedent.

You have to understand this because what happens with a lot of guys, and these are guys that I have coached over the years is that they get themselves to a certain bad point, a bad situation. It’s just like in the martial arts when I’m teaching a self-defense technique. They ask me, “Well, what would you do because I had this guy and he had me like this?” And they will show me the situation me the situation they got into. I’ll look at them and I’ll just say, “Seriously, don’t get into



that situation. You let a certain series of events happen that put you in that bad situation, and now you are asking me to do damage control, and quite frankly, that's not going to help you. You should have done other things before that."

So let's stop focusing on the wrong problem. The real problem is, for guys, especially with attraction is getting things started off on the right foot. Start strong and start warm. You've got to greet her warmly. Start with a hug. I always do that. It's a minimum. If you don't start there, you are going to come across as being a little bit weak, a little bit unsure. You've got to come in strong. It's actually not very strong at all. It's actually very relaxed, and it's also to be expected.

If she has a problem with it, it's not your fault. It's her problem. This is a thing that guys also have to realize is that when you go in and you go for these things that you may not be used to doing before like going for a little hug first or even a peck on the cheek, you've got to be the one that goes in knowing that this is perfectly fine and okay. There is nothing wrong with it.

If you are going in with the attitude of, "Geez, I hope she doesn't freak out when I do this." It's wrong mindset, my friend. That will actually cause more problems for you. That's the mindset we are trying to unplug from. So you greet her warmly with a hug or a peck on the cheek. It would be really good if you can work up to that as well.



Get her to come inside briefly and what I want you to do is get her to come inside if you can. Don't do it like dangling some candy and trying to lure her in or anything like that, but you've got to almost seem reluctant that you are doing this. And you can say something like, "Oh, you know, the house isn't exactly as clean as I'd like, but if you need to come in and use the bathroom and you are cool with that." And she will be like, "Oh no. I'm fine." You will be like, "Okay, cool." But if she says yes, you are going to be like, "Okay, come on in, but just promise me you are not going to give me a hard time about how messy the place is." Even if it's totally neat you say that, because then she's going to be like, "Wow, this guy has got it together."

Offer her a drink. If she comes in for a second, you say, "Hey, you know what, if you want a drink before we go..." Make it very matter of fact, very casually, but again, don't come across with that, "Oh my God, I hope she doesn't freak out and think I'm a weird rapist." Because if you've got that floating around the back of your head, you are going to come across with a weird vibe and she's going to pick up on it, and yes, that's exactly what she's going to think. Remember to make sure she feels safe. Everything is about her safety. Her level of safety is the most important thing.

Make her feel sexy, which again will in turn lead her to feeling sexual. That's how this works. If you make her feel like a very sexual creature that is attractive to men, she will want to bring that energy back to you in the form of sexual energy, playful or otherwise. Guys will



understand this as a prerequisite. If you don't make her feel very sexy, she's not going to want to be sexual with you.

Again, make sure you are both relaxed. Being relaxed and cool and calm, and really it takes out 90% of the problems that guys end up putting into these situations, and that's the reason that most guys can't get the first date sex going is because they are not relaxed. They are coming across with the right vibe or the attitude that they need to, and no wonder then when they are trying all these large artificial things to get her to sleep with them why isn't it working. Now, you know.

So the start should definitely be strong and warm. The number one, number two, and number three that I'm going over with you here are essential steps in the process. If you don't do these things, you are going to set yourself up, like I said before, damage control. You are going to put yourself in a bad situation. You are going to ask me how to get out of it and I'm going to look at you and say, "Fuck that. You shouldn't have gotten there in the first place."

It's the same thing. I'm always amazed by how close to the martial arts this is. Whenever somebody ask me, "Hey, what will I do when I get in this situation," I will look at him and say, "Why the hell did you get in that situation? Don't get in that situation. Do the right things first, so you don't get there, and then we will talk about how to get out of that situation because you don't want to get there." If I spend all this time preparing you for the worst situations, which I still do, but I



I spend all this time preparing you for this one really weird situation, you are really basically saying that you are not going to do anything good up until you get to this point, and that's not the way you treat this.

You've got to treat this right from the very start. You get your hands on guard in the correct position. You don't let them get close to you like that. You don't let them get a grab like that, and you are going to be in a lot better situation overall. I hope that make sense.

All right, so number three and this goes back to relaxation, you need to be more relaxed than she is. A lot of guys will pick up the nervousness that the woman has and they will project that back onto themselves, that there is something wrong with him, that there is a reason she feels this way. It has nothing to do with you.

Seriously, the more relaxed you are or more relaxed even so than her, seriously to the point of almost seeming a little bit stoned where you are kind of like, "Yeah, cool." And I know this seems like total stoner like, "Oh dude," but really when you get to that level, people totally see you as harmless, that's why people don't find stoners all that intimidating is because they seem like totally harmless little love puppies. They just wanted to sit around you and just be, "Cool dude, everybody be excellent and cool with each." It's that relaxation level.

Again, ever wonder why everybody loves a stoner, it's because they are like this. They are always so easy to get along with. They are



cool and chilled and you can just kind of like be relaxed around them. So for you to be basically normal, be normal. Don't try and inject too much architecture or structure. If you are using a lot of pickuppy stuff, drop it because it's getting in the way of you feeling natural and relaxed. Be cool. Just be cool. Number one, if somebody would say that to you, "Dude, just be cool," and you will be like, "Oh yeah." You are just being a little bit too uptight. Be cool. By the way, I'm purposely not going to sit here and go through a litany of ways to be cool because quite honestly you know how to be cool. You just got to relax.

Fun and funny, fun and funny is essential. Be fun, be funny, that's really the heart of this in a lot of ways because you can't be cool and not be fun and funny. You can't be relaxed and not be fun and funny. They are just incompatible. They are mutually exclusive. So be fun, have fun and be funny.

This is also another program I'm teaching on how to be a funny guy. If you want more of that stuff, you can go onto my *Alpha Conversation and Persuasion Program* where I talk about that. There is a lot of how to talk to women. I got through a whole module on that, but not here.

Masculine, be masculine. Be the man. So when you are being relaxed, that doesn't mean you are being walked all over. It doesn't mean you are being a total pushover. It means you are being very structured in a lot of ways, but not structured even really, as much



you have firm boundaries, masculine boundaries. And again, this is no different than any other date, except for the fact that you can't be way off your stride. This is another thing I want to tell you about, and that is there are certain nights you will go out, and you are not just going to feel on. For whatever reason, you are not going to feel on, and it is possible for you to recapture that on vibe, that on feeling of being in your groove.

I'll give you an example. Today I was sparring, and I was on. I felt like I had energy. It took me a while to get there. I'm a little older so I don't move as fast as I used to, but I was doing really good, I mean, better than half the class. I own them. Now, it's not an ego thing for me. I'm not looking to beat people, but I am looking for challenges that are going to tell me whether or not I could survive in a street fight situation. I need to know that, and I know when I'm off my stride. It can affect you psychologically. You can't be way off your stride and expect to pull off a same night lay or a one night stand with a woman. Sometimes it just doesn't happen for you, and that's okay. Just know this is no different than any other day to accept, so you want to really make sure that you are relaxed and cool and on.

Okay, there you go. So again, the three steps are to take care of the date logistics, start out strong and warm and really be relaxed. Be cool, calm and collected for the process.

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