



Alpha Sexual Power System

Volume 4

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Sexual Roadmap - 4

All right, we are continuing with our discussion of the first date sex sequence and going through the different steps here. We went through the first three, the primary ones, which are:

- Date logistics
- How to start off strong and warm to really get yourself off to a running start
- Being more relaxed than she is as a component of the overall attitude and the way to set the tone of the evening.

Now, we are going to talk about if you meet her elsewhere, if you can't set it up so that you really just can't meet her at your house for whatever reason and you have to meet her maybe at the location that you are going to, it's the same thing. Really, everything happens the same way only you just have to meet her somewhere where there is social proof, you feel as comfortable as you do at home, and it's relaxing and not anxious.



So you're going to set it up in a way that you go someplace that offsets the fact that you couldn't get her to go to your house to start out with. Social proof meaning they know. You go to places where they know you. It's just like the bar and cheers. You want to go someplace where everybody knows your name, where you are the popular guy, where you can get an immediate boost of credibility based purely on them knowing you, and that's why set up these things in advance. You get to know people at the bars that you are frequent, the restaurants that you go to. The places that you like to chicks, you are going to want to know them there.

Make sure that you feel as comfortable as you do at your own house because this is important. Psychologically, you need to feel comfortable in order to get into that space with a woman where you can really work seduction.

It's relaxing and not anxious. Wherever you take her, make sure that it's a relaxing spot, not an anxious or high energy spot because can work to your favor depending on how you use them, but you've got to start out relaxed to get that warmth that you would have had if you've been able to meet at, say, your house. So it's not a big deal here, not a big difference, but you want to replace some of the elements that are missing with wherever it is you decide to go first, and that can be just a temporary starting off point.



That's all it has to be. It's the place that you are substituting for your house. So make it a lounge, make it a club. I don't care what it is, a bar actually or some places you go to where you can set up that initial environment the way you would have done if she had met you at your house.

Talk about some highly charged topics. This is where you talk about things that bring up the energy level of the interaction. I always start with pop media, "Okay, who is in the news? Who is the hottest, latest person they will be talking about? Who is on cover of People Magazine?" I don't have any interest in this stuff, but it does work for her. Remember, I'm thinking in terms of the other person's interest.

Drama with actors and actresses and who is doing this or that, or Jennifer Aniston and her ridiculous life. This woman is such a non-issue in my life. She doesn't produce any good movies, and yet she's like one of the most highly desired and sought after people that women want to know more about. It's just boggles my mind, but hey, that's her gig. If I get into the position of being self-righteous and being all, "Jennifer Aniston, what a slut, dude. What, I can't believe you read magazines with that bitch on the front," what do you think you are setting yourself up there for? Yeah, you are not setting yourself up for first night sex. You are setting yourself up for a short night date. So drama with actors and actresses is a great way to start off a conversation.



You can start off a conversation and put it in there about sex, but very indirectly. When you get comfort and obvious interest from the woman, in other words, she's cool, maybe she's laid back or maybe she's more fun, she's a low resistor and you are talking to her, then you can do things like talk about sexual history and turn-ons. You want to get this into the conversation as quickly as you can without it seeming:

- A. Weird
- B. Unnatural and just kind of out of left field or unwanted

Make sure she's willing to go there before you do, but keep it indirect.

One of the things I like talking about is my friends, like I have this friend that I would always bring into the conversation who is really into sex toys, and he was like always buying something new and he was always freaking me out about them saying, "Yeah, you want to borrow my sex wing?" I would be like, "Yeah, and 250 cans of Lysol." I'm just making fun of that like that, but having fun with those topics is a good way to bridge yourself into talking about them.

So you could ask her, "So let me ask you this, 'What is the freakiest thing one of your friends has ever told you she did?'" Now, you are getting into sexual topics, but it doesn't involve her directly. It's her friends. It allows you to bridge into the bigger topic. You want to get sex into the conversation.



Don't get caught up in these PUA gambits, and PUA gambits are the ones where they try and talk about certain things that are very pickuppy. You've got to be careful about how you do this. Don't get caught up in a lot of the pickup artist's strategies. We are going in along a slightly different route and you have to be careful and aware of that.

You can compliment, strategically compliment. By that, I mean, don't compliment her directly, but compliment her decisions, her choices. The things she's choosing to wear or the things she's choosing as jewelry are always the great places to start. Never compliment her physical features, "You have such beautiful eyes. What a gorgeous set of lips you have. Boy, I would like to put my dick in them." No, you don't want to start there. You want to be able to go into this complimenting very strategically.

So bringing up highly charged topics is the way to get things moving. You've got to get it off. It's like when you first drive a car with standard transmission. You are skipping first gear and you are starting that car from a dead stop and you are getting moving forward in second gear.

Try some divination. This is always great. There are so many tools here to use. I'm just going to give you a few of them. You may have



heard of the cue. I covered that in a bunch of my other programs on how that works as personality or divination tool. When I talk about divination, I'm really talking about fortunetelling and things like that.

Palm reading is an awesome, awesome tool. I cannot recommend it enough. It's easy to learn and you can totally BS your way through it, honestly, if you had to.

Handwriting analysis is another excellent strategy for meeting women, and again, getting connection there because it's actually very legitimate and it's really fun because women love anything that gives them insight into their character that confirms what they knew or maybe something they didn't know. It doesn't matter.

Astrology is really, really good. Astrology is a very important divination tool on the whole. It's one of those ones that it really falls back to over and over and over again. Women just love it. It's something that's kind of a joke out of the 70's, but here we are in the early 2000's and it's still a very, very big thing for women. That ability to know something that is foretold in us in the stars is really big.

Use a lot of keno games. Use these in your first date with things like thumb wrestling is really important because you want to get physical



interaction. If you want to get physical touch started and you want to get competitiveness, so you get some energy going.

Reflex drills. There is a thing called high hands where one person has their hand like this and like this and the other person is has to slap the other hand before the other person can pull it away, that's a great reflex drill. That's fun too.

Use testing keno in your conversations. What I mean by this? When you say something, you emphasize a point by touching her at the same time you say it. So you are talking about somebody that you know, maybe it's somebody in your family and you are like, "Look, I've got to tell you, my mom," and you put your hand on her arm right when you say that, "my mom, you would not believe what she did the last week," and you pull your hand away. You use your touch for emphasis in building strength from the communication. It's really important, and the places you do it is you touch her arms, shoulders and back.

Now, if she gives you any signs of recoil, then it's off. You immediately stop doing that and you immediately go back to fun building in the conversation. Again, if you done well up to this point, it's very rare that a woman is going to totally shrink back from your touch unless you are doing it in a very unnatural way and you poorly calibrate it. So again, look at yourself with those eyes of reality.



Now, multiple venue changes are another important part of this. What are multiple venue changes? Meaning that you need to go to a minimum of two different places on this date, a maximum of, say, three or four, because the more places you go with her, the more you are expanding that feeling of familiarity because you are going along on a journey with each other. There is travel to get to those points. There is the experience of first entering them, then finding someplace comfortable and then settling in, and then getting up and leaving. There is a whole psychological path that occurs while you do that, and you want her to be with you at the same time because it creates an association and then it creates a sense of familiarity.

Now, you still need to be someplace long enough though to get her feeling good, so don't rush this. Don't feel like, "Oh, Carlos said it had to be at least three different places tonight. Where are we going to go? Okay, let's get this beer done and let's go to..." No, you don't want to rush. You want to get some sense of comfort just before it would be boring. That's really the gauge. Just before you feel like it would start to get a little too boring, you want to get up and go.

You want to be able to get to a make out or making out with a woman by half way in the date. At some point halfway in that evening, you want to get to the point where you are kissing, at least a first kiss, but more than that, and if you can't do that, it's a good indicator that you



probably can't go where you want to go in that date. So you want to get to a make out by about halfway.

The first kiss, here is your first kiss strategy. This is a very simple tactic to get to the first kiss as fast as possible. First of all, no earlier than 90 minutes into the interaction. We don't want to rush things too fast. That's as far as we need to go.

You will look at her and you say, "Do you lean left or do you lean right?" And you will have a little smirk on your face when you say it, and then you lean right with your head. She will probably lean left with hers. You want to want to move your whole body towards slowly with your mouth slightly open, and you want to kiss her. It's that simple to get the kiss.

Then as you pull away, just lick the end of her tongue gently as you pull away. In other words, you are not going to do the tongue thrusting to her mouth thing. You're just giving her a really, wet and warm kiss, not slobbery wet, but wet. Press your lips to hers, and as you pull away, that's when you slip her a little bit of the tongue on the pull away. It's one motion and it's no longer than two seconds long. Think about that, 1,001, 1,002. That's how long your lips are in contact. No more than that. Now, if she responds and smiles, you just keep your eye contact with her and the game is on. It's that simple.



If she's into it and she keeps going with you and she seems to be generally interested in keeping the kiss going, then by all means, keep going. Otherwise, you just smile, pull away and move on to something else that's fun. That's it.

And if you are at your place, you can keep going as far as you like to go, so if you manage to somehow engineer that one of those places you are going to this evening out of the two or three different places is your house and you are there and this happens there, it's fantastic. But if you are out, you are just going to have to keep her wanting more, which means you've got to keep up more. You've got to be aware that if you are out and about at restaurants or bars or whatever, wherever you may be, you can't keep going because if you do, you are going to satisfy something that can't be taken any further. So you have to cut it off and leave her really, really wanting more so that it is a driving factor to get back to her place and get back to your place.

All right, so there you go, it's a simple strategy for the first kiss. It will get you it most of the time. I have to say that's been the most successful strategy I've used, and I have never revealed that before until now.

All right, so getting the make out, what about follow-ups? What are follow-ups? Follow-up kisses are the ones that come after it. They



should be more and more heated. You start accenting the kiss with different touches. In other words, you are not going to just kiss her now, you are going to put your hand on the small of her back. Put your arm around her waist. Put your hands on both of her hips.

You are going to press forward so that your thigh is right where her groin would be, right where her crotch would be, but obviously rubbing her with it, but you press there. Back of the neck, your hand on the back of her neck, it's an extremely sexual touch. This is going to be stuff that's going to drive her nuts. You are going to have a tough time fighting her off if you do this correctly. Those are how you handle the follow-up kisses.

All right, handling the worst case, the worst case scenario is she refuses, but she does it nicely, and this is the way most women will do it. You've got to realize the game is still on here. The game has not been canceled on account of rain. The game is still on. She just wants to exercise her control. Women will do this. The other reason or the other possible reason that she wants to do it other than she just wants the control, the other reason is that maybe you missed a step along the way in establishing the attraction and trust she needs to feel comfortable going forward.

Those are really the only two situations that come up. One is out of your control because she just wants to feel control and she wants to



do it just for the sake of “Huh, I can shut things down if I want to” and she does need to know this. She needs to know you will respect that and you will be okay with it and you won’t turn into a brat. Or she really does feel like this isn’t right, and for whatever reason she needs more attraction, more trust buildup. In that case, you are going to have to step back and handle it.

But there is another situation that could happen. This is where she refuses, but she stays nice about it, which means you are still in the game totally. What if she refuses and she turns a little bit cold? Well, the game is about to be called out on account of freezing rain in this situation. You need to figure out how you can still have fun without relying on what her mood is.

Here is what happens, the guy is moving forward and for whatever reason, he can’t keep going forward with the physical escalation. She refuses on him, but she gets cold. She turns cold. She starts to stop talking quite as much. She starts to cross her arms in front of her chest. She just does the cold thing. Well, this is the point where you have to either go one of two routes. You’re either going to let this ruin your night because you are not getting what you want out of it and you are like, “Oh damn, I screwed up.” Or you get pissed and you are like, “Oh damn, I screwed, but she’s a bitch.”

No, that’s not the case here. You’ve got to figure out how you can still have fun in the situation without relying on whatever her mood might be after that point. Because I’m assuming you went to this point



you didn't do it disrespectfully, but you did it with a fair amount of awareness and you didn't do it aggressively to hurt her or anything like that. Some women will just react this way.

Remember, again, your happiness is up to you and this is where a lot of the guys use the freeze out technique of just saying, "Okay, fine, whatever. Do you want some TV?" They will turn the TV and just totally disconnect from it. You will be like, "You are not going to ruin my night. We had our fun as much as we had." Okay, if you are going to freak out about it, there is a good chance that you can sense right now whether or not you will ever going to see this girl again. A lot of guys are going to get the vibe of "You know what, I will probably never going to see her again." Oh well, I would give it up now rather than get yourself all worked up over nothing. But if you are going to let yourself get caught up in the game where you've got to win and you've got to save this one, you are going to put yourself on a very losing track, my friend. So be careful.

Figure out how you can still have fun with the rest of the night without relying on whatever her mood might be because you will probably eventually get her turned back around, and at some point, you've got to call her on and say, "Look, you know I don't know what happened there. I was just having fun. You were enjoying it. I was enjoying it. If this is not working out for you anymore, let me just take you home. Otherwise, snap out of it. Let's have some fun." You might have to call her on it like that.



You might have to call her on her bullshit and just tell her what is going on because a lot of women think they can get away with bullshit like that and manipulate you. Quite honestly, they are going to expect you to somehow come around and be all apologetic for basically wanting the same thing she wants. Maybe she's a high resistor in the spectrum, and she's one of those girls who just freaks out because, hey, the reality is men wants sex and so do women. She just can't come to terms with her own sexual awareness and sexual desire. It happens.

All right, so those are two scenarios. I call them worst case scenarios, and if you can handle those, you are going to be ready for them when they happen and you should be ready for them.

Inoculate beforehand, what are we talking about here? Well, when you sense that you are getting positive progress, tell her, "You know what, we should go back to my place so you can hear that CD that you are interested in." You are trying to getting set up the reason why. She might really like you and refuse this offer, and that does happen from time to time, so do recognize that. But more often, she just knows what it will mean. She knows what that offer implies and she just needs a good reason for her rational mind to follow through with it.



Sexually she wants you, but she can't make that obvious. She can't be saying, "Oh yes, so we go back to your place and have sex." Indeed that should be what we do. It's not going to happen like that. She needs to have that other reason, the other one on top of it that gives it adequate smoking camouflage. So giving her that reason is what your job is all about. She's not going to give you that reason. You are going to have to do it. So you just say something like, again, finding out what the reason is that you want to go back anyways and going back and having fun.

It's not too difficult of a process to go through. It's not hard at all once you understand what it is a woman is looking for. She is simply needs a reason why. This is going to raise the spectrum of what I call sex tonight. What is the sex tonight specter? Well, talking about sex or talking about why you are going to back would obviously raise that whole issue are we going to have sex. So don't start talking about it. Just again shut up. Don't talk. No, really, shut the fuck up. Some guys get all guilty at this point, and they will get into a point where they are like, "You know what, I understand if you want to slow down." Please let that stuff go. Don't talk yourself out of success.

Let's go back to my place or your place. What you are doing is you are avoiding sexual connotations, or you are avoiding the implications of "Hey, we are going to have sex." You have to give her that plausible deniability. That's why we are inoculating. That's why we are going through these steps the way we are. So we are not talking about it



sex. We are leaving that as being the “Duh, of course, that’s going to happen. Just keep following along with me. It’s okay.” Give her a plausible deniability that she has that says, “You know what, it wasn’t my fault. I was caught up in the moment. It was awesome, but you know I didn’t do it. It was all him.” That’s okay. So avoid those obvious sexual connotations or those things that say, “You know what, sex is about to happen.” You don’t need to state it overtly or otherwise, and you don’t need to get guilty about it.

Again, you want to get to a make out by about halfway in the conversation. We talked about that back at your place or her place. No mood lighting and very white. In other words, let’s not go crazy on the mood lighting and throwing on immediately obvious music. I’m reminded of those scenes in those *Austin Powers* movies where it would immediately switch into love mode where the big bed would come out and the lights dims and the sexy music would start up. You don’t have to go that far.

But light a candle. Put something on TV, maybe some comedy. Make it a warm atmosphere, but don’t go obviously into Rico Suave mode. Don’t rush to get back to making out with her again. So once you are back at your place or her place, don’t rush to get back to where you left off thinking that if you just hurry up you can get back there and seal the deal.



Respect the rule of three. What is the rule of three? If she slows you down three times then it means no first-date sleep over here. No sex is going to happen probably. Three times, you've got to respect that. Once, you can just be like, "Okay." Back off and go back in. Twice, depending on how she did it. Three times, it's over. Game is called right there. The referee is going to say, "Uh-uh, you are out. Game over." It's not necessarily game over honestly because you could definitely go back and get back together with this woman, but you've got to respect that rule of three.

Remember, if she won't have sex with you, then that's fine. Your attitude is always about that. If you are so invested in this need to have sex on the first date, chances are you probably won't get it. I'm giving you a path to get there with a minimum of fuzz, but only for the guys who really don't need it. That's the funny thing. Sex on a first date usually happens when you don't need or you don't pursue it that hard.

Monitor for feedback along the way. I am going to close up the sequence there. That's how the process goes, but monitor for feedback. She's going to give you a signal with her attitude as to how well things are going. Closed off means you need to work on trust. If she's open, you are doing fine and just keep going. Just don't get reactive. When things change, like she may close off a little bit, don't get reactive and then get into a scramble to try and capture and fix and save. Don't get reactive that way because when you do that



knows that she's manipulating you with strings like a puppet. Don't do that.

But she will give you signals with her attitude that you should watch for that tell you where you are at. She must always be open and relaxed and cool and chill and having a good time. When you start feeling those closed off things or something there, you need to address it. If you don't address it, it simply shuts you down later on. One way or the other it shuts you down.

Now, what stops her? What is it that will stop her from having first night sex? Well, there are a lot of things, guys wussing out and backing off and feeling guilty will definitely stop her from wanting to have sex with you. He gets too nice all of a sudden. Thinking he's doing something wrong, he starts to feel guilty like, "Oh my God, I shouldn't be doing this to women. Oh, all those feminists, they were right. This is wrong. Men are bad." Okay, drop that shit. We don't need anymore of that crap in our heads.

The state gets broken and she pulls away. This is another reason that really stops her from wanting to go all the way on that first date, her state gets broken. You've got to keep up the sexual tension, but again, don't rush. Some guys push it too hard and they break state and they break it so that she's like, "Whoa," like she's woken from her dream, "What, what am I doing? Dude, you are being kind of a dick. I don't



want this. Ahh.” And she freaks out. That’s the state you are trying to avoid. We are trying to leave a very pleasant veil of not deception, but the ability again to keep up that plausible deniability that she just cling along with what’s natural.

No trust is a big, big, big factor in what stops a woman, having no trust for the guy that she’s with, having no comfort. Trust and comfort is not necessarily the same thing, by the way. The guy can be trustworthy, but at the same time not be making her feel very comfortable. No chemistry or attraction. It’s the big three.

Some women just decide no sex in advance like that girlfriend I was telling you about. They just decide it for no good reason. Sometimes, it’s her period. Keep in mind that four out of five days out of every 28 are her period. That’s almost like it could be up to a fifth of her month is taken up by that, and sometimes women are not going to be willing to go forward when they are in that state.

Sometimes, it’s PMS. Sometimes, it’s just those premenstrual syndrome systems that are going on her body of hormones and weirdness that stop her from wanting sex, and just her timing in her period and the timing of her entire menstrual cycle will make a big difference. I think it’s five or six days before a woman’s period starts is when she’s the most fertile and when she also dresses the most



seductively, whether she knows it or not, and typically she doesn't realize it.

Okay, so there are a lot of factors that will lead to a shutdown of that first night sex. Don't worry about it. It's not a big deal. If you do this right, you probably won't break the egg. You probably will be able to go back and try again and get success. But be willing to understand that there is a lot of things in your way, and it has to be handled with a lot of forward assertive energy to get to the bedroom that quickly with a woman.

I want you to make sure you read the book, *I Hope They Serve Beer in Hell*, by Tucker Max. It's one of those books that, while not giving a whole bunch of understanding about what it is to get successful with women, you can see what a jerk attitude can do when it comes to being an extreme bad boy with women and how fast women will sleep with guys. It helps build up your belief system around women actually wanting sex and wanting to sleep with guys quickly. It's a very hysterical book. With some of the events that he has in there, I'm just like, "Oh my God, I couldn't believe it." It's a really good book just to read to understand that one aspect.

All right, there is the first date sex program, if you will. Follow it, but at the same time, be very flexible and willing to go off of it if things don't go with that direction. I've got to say it's a tricky path. I've had



lots of women I slept with on the first night, and typically, all they amount to one thing and one thing only. It's moving forward really, really assertively with a woman who is obviously into me.

All right, next, last but not least, after sex. I want to cover a few of the things that I didn't quite touch on in the last section in psychology when I talked about this that I want to cover now and reiterate it. Keep in mind that women need validation, reassurance and more comfort after sex. It's really, really important. She's going to test you with texts and phone calls and emails. She's going to test you to see where you are at, and you need to be responsive. You need to respond to her. If you wait because you are like, "Oh man, yeah, it's that chick I slept with." You are going to create a very bad situation.

Don't play the pre-sex or post-sex games that people play. The thing is there are a lot of games out there with that. You don't need to do it. You don't need to. What's going to happen is that abandonment fears are going to hit her very hard. This is a natural thing for women. The first thing they feel or sense after sex is the fear of, "Oh my God, he's going to leave me. He's going to leave me with this child that I can't raise on my own." Okay, you didn't get her pregnant, but that's what's going on in her head from her evolutionary psychology.

So abandonment fears will hit her hard. It will happen. You've got to recognize that. The best thing you can do is just text her in the



morning, or even better, call her up. Be a gentleman about this. Don't be afraid of confrontation. Only wusses can't stand to hear another person's voice for what might happen. Text her in the morning with a little something just to kind of make her feel good. Just say, "Hey, I want to let you know I was thinking of you. I hope you are having a great morning." That's all you've got to do, dude, seriously, and most guys will not do that.

I was thinking of a situation that relates directly to this. My girlfriend and I, we get these air fresheners for our cars and I really like because they are smell awesome, but they come from an Asian supermarket. My girlfriend is Asian, so please don't take anything I'm saying as being racist here, but she knows it too. On these packages, the packages don't just make any sense. It's like they didn't think about this. The name of the air freshener is called *My Shaldan*. *My Shaldan*, what the hell kind of a name is that?

Now, this company only had to do one little thing and make and avoid a very big marketing error there when they are trying to cross market to English-speaking people, this is all they had to do, they had to go and ask one English-speaking person what do you think about *My Shaldan* as the name of this product in English, and they will look on him and go, "That's stupid. That's the most ridiculous thing I've ever heard. Who in the hell would name that? What does that mean? That's ridiculous." And that's what I would have told them.



That's all they had to do, but do you what this company did? They were too caught in their "We know what's best." And they are speaking Chinese or Japanese or whatever it is they are speaking to each other as they are doing this and they are saying, "Oh, we are going to call it something like *My Shaldan*." Whatever the rationale is, it simply didn't involve any outward connection with reality.

A lot of guys do this when it comes to women too. They don't want to have any connection to reality. In some ways, it's happier in their brain where they are thinking all this stuff and they don't want to confront reality. And what do they do? They avoid interaction with people or the possibility of confrontation, and you know what happens when you do that. Remember my saying about reality, reality has teeth, it will bite.

Just in the morning, text her, it's the least you can do, and even better is just to give her a quick call. Don't worry. You are not going to get some sort of long emotional thing of any kind, and the worst case is you hang up. It's the worst thing that happens. You've got to call within 24 hours, man. You've got to do it. If you don't, you are either being a dick or something else happened there that it's just not necessary. And even in a worst dick syndrome situation, you can still call her up. Don't play games. I don't care what other pickup artists say about this one, just call her within 24 hours, don't be a dick.



If you try to be the cool pickup artist, chances are you will probably never going to see her again or have her again or sleep with her again. If that's what you want, you can have it, but you can't if you don't play the game by the right rules. And recognize that very often, if you do want to see this woman again, she's going to want to do something non-sex related for the date after date where you had sex. Why is this? It's because she wants to prove that, first of all, it's not built on sex. So don't be surprised if the next date does not lead to sex in any way. In fact, you should plan on it not.

I almost always make sure that it doesn't happen on the second date because I know what's going through a woman's mind. She's worried. It's better again that you set it up so that sex is actually unlikely on the second date. That will relieve her psychologically of the anxiety and tension around that. It's a really, really good step to take. You set it up so that the second date has no chance of sex happening and that's going to make her actually very happy because, number one, it's going to show that you are not basing the entire relationship around sex, and number two, it gives you a chance to relax, let your hair down, so to speak and reconnect. It's a really big thing for women, especially for ones that you want to keep dating. It's a really a good step to do.

There you go. That's a lot of stuff. Sexual roadmap is a big, big, big section. Okay, so join me into the next section where we are going to be talking about sexual communication. We are going to be talki



through all the various aspects of how to communicate sexually and how to energize your conversation and your interactions with women with as much sexual power and influence as you possibly can.

Sexual Communication - 1

All right, we are back and if you haven't been able to tell already, I'm very excited about this program because given the amount of research that I've put into it and the amount of time I've taken to pull together the information, this program has the single most powerful potential to impact your sex life, and I mean I have to really emphasize potential because, of course, it requires you to put the energy in, and you to get things going, and you to make sure that things are moving forward with women.

Of course, this is not a conversational program. That's not what we are going to start off with here when I'm talking about sexual communication because we are on this part of the program right now. This is a very deep topic as well as the previous ones have been. Sexual communication incorporates a lot of different things, and when we are talking about sexual communication, I want to make sure that we understand that I'm not going to turn this into a conversation program. I already have that. I have the *Alpha Conversation and Persuasion Program*. I have the *How To Talk To Women Program*. I have my various approach programs.



So your conversation with women is pretty much taken care of. I can't even say pretty much. It's taken care of. It's totally there. With this, what we are going to talk about here specifically is much more related about the elements of conversation that you need to focus on to create real sexual attraction.

The goal here, of course, is avoiding the friend zone. Let's be very clear about what the goal is. It's avoiding the friend zone. It's about communicating status because status and being able to communicate yourself as being a man of higher status is essential, and it's creating sexual attraction based around that, and then, of course, never losing it. Once you've created the sexual attraction, you never need to lose it.

A lot of guys find it very easy to get those started, but at some point, very early in the process, the attraction dies out. It withers on the vine. They don't have the same kind of sexual power they once had. They've lost it, and there are distinct and very traceable reasons why that happen. This is something that can be diagnosed. It's just like fixing a car. There are always specific reasons why the engine isn't working right, why it's not performing at top-rated specs.

So again, the goal is to avoid the friend zone. That's what should your conversation should always be about is never going into the friend



zone. Now, you have to keep in mind that friend zone sometimes does include things that overlap with seduction. In other words, if you are having conversation with somebody who is purely a friend, you will talk about the same things that you are going to talk about with a girlfriend. It's the order and how it's positioned against the other things that you talk about that makes the difference. In the friend's conversation, it's almost always about opening and revealing way up front to get to those core things that maybe are bothering you or you want to share with somebody. It typically comes down to over share. It's this thing I call over share, and that's when you've given up a little too much in information.

Remember that the dynamic of attraction is driven by what we are not getting. It's always about what we are not receiving in a lot of ways because that's the counterpoint to what they are getting, and I'll explain more about what that means, but that's the essence of push-pull, what you aren't getting versus what you are getting.

We are also setting up a feedback loop to increase your confidence and your sense of power. That's another part of what conversation is with women are sexual communication is with women. It's setting up a feedback loop. It's a self-reinforcing belief basically. If I talk to women and they will respond to me sexually, that's going to give me much more confidence. That confidence is going to be translated into my willingness to go into zones that I would not normally go into with



other people, with friends or things like that, and with women in general, and it sets up a positively reinforcing feedback loop.

It sounds very technical, but it's really just the upward spiral that I've been talking about for years and years and years in this stuff, and that is that the spiral is moving up the chain or up the ladder of success really is a self-reinforcing and once you get started, it's like that cartoons where they would take a snowball and they would push it down a mountain, and of course, it would build up and then it becomes huge and unbelievable sphere of snow that's like 20 miles big. That build up is almost automatic. It just builds on itself, and that's what you want to have. You want to have these self-reinforcing spirals that you just put a little bit of energy into and huge results come out of it. Those are the kinds of systems that you want to put your energy into. That's what this system is.

Keep this in mind, sexual communication bypasses the persona and goes straight to the essence of the person underneath. You have to be transparent to communicate sexually so that you have sincerity. What I'm getting into a lot of this whole sexual communication section is that your ability to communicate sexually and confidently sexually, it communicates straight to the essence of a person. If a person wants to talk to somebody, like they are New York City and they want to call somebody in India, what do they got to do? Well, they've got to place a long-distance phone call, let's leave the internet out of this for the time being, they've got to pick up their phone and



maybe they have an operator route it, or they know how to dial the number directly. But what happens to that call is it goes through a sub-station and that sub-station goes through a main network and that network decides whether to send it over a transatlantic optical fiber or up to a satellite and maybe back down again.

The sexual communication that you do with women is like that phone call. Are you going to go through that indirect long route, or would you like to just have a communicator that just goes straight from you to them. You know those two-way radio transmitters, and you are on one end and they are on the other, and there is a direct line between you. It's that close and that immediate. That's the kind of direct communication you get with sexual communication. It's very important to understand. That's why it's so important.

The less sexual communication or the less sexuality you put into your communication, the less impact you have on women and a distinctly different kind of interaction happens. This is why a lot of guys fall into friends only. It's because they fail to sexualize their communication early enough and powerfully enough.

All right, let's go over here for a second and talk a little bit about social personas. You've got to create a persona that is most closely matches you. A social persona is basically a face that you put out to the world, and I talked about this previously that when you go into



church, you don't have the same persona you would if you went into a nightclub. You really wouldn't. I don't care who says they are just such an authentic person that they would. It's not true. You always have slightly different personas given the situation that you are put into, whether it's a new situation, old situation, whatever.

Okay, so social personas, notwithstanding, you have to create the persona that most closely matches you. Personas are totally up to you. You can decide on your persona on a day by day basis, and you do without even realizing it sometimes and it's so easy to do. It's one of the simplest facets of change that you can implement in your life is just simply inventing the persona you need to handle a situation.

The persona that most closely matches you is going to be congruent to who you are. It's going to match up whether it's on moral or ethical issues or belief systems or whatever it may be, it's going to be congruent to those, meaning it's not going to negate them or go against them. It's also going to be authentic. It's going to be real. It's going to very down to earth. It's not going to have the façade of being pretentious. Pretenses, we want to avoid pretenses at all cost.

So you are going to create a persona that most closely matches you and helps you get to sexual communication, so ask yourself this, what is your intention? When you are communicating with women, what is your intention? Is it to show off or is it to boost your self-esteem?



Because either one of those is going to get in the way of your intent. Your true intent, obviously, is to connect with that woman on some level, and what we end up doing as guys is we fall victim to basically trying to show off or trying to make ourselves feel better about ourselves as opposed to giving the woman the experience that she really needs.

This is the universal dilemma of communication as far as I can tell. In all my years of studying this topic, and I study it for business as well, the most important success trait is this ability to let go of your needs long enough to figure out what the other person needs. Now, when you are able to do that, you can then see from their point of view and then give them what they need and they will give you everything you need. It's like the old Zig Ziglar's saying, "You can have anything in life you want if you just help enough other people get what they want." It's a very simple equation to success and yet we cannot seem to see that because we get caught up in this futile little fight to boost our self-esteem, to keep our ego alive and feeling good about ourselves.

All right, think about your intentions when you are communicating with women. What is that intention there? Intention set the stage for all communication because this is the foundation. This is why I'm starting here where I talk about communications itself as intentions set the stage for all of your communication. So your intention must be sexual interest and curiosity. That's a primary one there to make



you feel good and better about yourself, not trying too hard and having some fun.

Those are really all the intentions you need to have. You want to have sexual interest and curiosity. Make her feel good about herself and better about herself. That's a big one, by the way. A lot of guys miss that one. You are not trying too hard. Don't make this a big deal because when you do, you start to get into performance anxiety mode and have fun with the process. Having fun is what ultimately is going to give this interaction the vibe it needs to.

When we talk about sexual interest and curiosity, I am not talking about sexual intercourse. Your intention is not sexual intercourse, it's sexual interest and curiosity about her. It's like, "Oh, you know, I wonder if she's a sensual woman. I wonder if she's got that deep grounded sense of what it's like to be attracted to another person, because you are going to find there are very distinct differences on how women approach this stuff too. A lot of women are just not very sexually healthy.

It's a fact. It's the same way a lot of men fall into the same problems. A lot of the women I've been with and hung around with just don't know how to connect, really connect, with another person and allow those emotions to flow and allow themselves to feel real connection between herself and another person. They just don't understand it,



and they have just as much of a problem with their role models and how they learn interaction as men do. So it's not a universal thing, but it is a problem for a lot of people. So keep in mind that not every woman out there is going to be a sexually brilliant communicator. In fact, it's going to be far from that.

So again, keep your intentions pure. Keep your intentions focused on the real essence of what communication should be. Sexual communication should be about sexual interest and curiosity for the woman and from the woman. It's making her feel good and better about herself. Now, that's not necessarily compliments, and we will talk about that too. You are not trying too hard, which means you've got to make this stuff a very relaxed and very easygoing and have fun in the process. The fun actually makes everything else work. Sometimes just having fun in the conversation is enough to make her feel good and better about herself because of the humor and the fun vibe that's being passed, and it offset the not trying too hard part and it creates sexual interest and curiosity. So again, have fun is probably the number one focus and intention you should have in your sexual communication.

All right, so one more time, sexual communication bypasses the persona and goes straight to the essence of the person underneath. You have to be transparent. Now, what I mean by transparency, I wanted to come back to this because I don't want to explain it necessarily upfront, but transparency means the willingness to be



somebody see your true intentions. If you are not being transparent with the person, that means you are being very covert, very shady, very sly, manipulative and maneuvering, and we know what that does for our trust mechanisms and what it does for other people.

Transparency allows you to communicate very, very clearly with other people and they also believe you. I'll give you an example of transparency. I had offer recently of a program. I was trying to get rid of some of the old stock because it had an old CD case. It was a case that I designed. It must be like eight years ago now. Now, I designed that case so long ago. Well, I didn't know what I was doing about designing cases, and it doesn't look that sexy, quite honestly. So what I did with them, I made an offer. I said, "Look, guys, do you want this thing? I'll give it to you for cheap because I want to get rid of the old stock because I've got brand new cases. It looked nice and sexier and they are probably easier to sell. So take the old ones at a discount."

And that was my intention for that offer. I wanted to give them a discount so that I can get rid of the old cases. I was being very transparent of why I'm doing this thing, and that resonates with people. Guys, they would be very clear on my intention there, "Oh, he just wants to get rid of that stuff." It's called the reason why. When you can tell a person the reason why, they are going to trust you a lot more. They are going to believe in you because, "Oh, that's why," and



they are not left wondering or inventing their own reason why. It's really important. So think about that.

Transparency is that reason why we are doing something. If the other person can see it and understand it and believe in it, you are going to get much more trustful and authentic communication with them.

So when we come back in the next section, I'm going to talk about the evolutionary steps and evolutionary considerations when it comes to sexual communication. We've got a lot to cover here. We've got sociological parts to this because this is evolutionary and sociological. Those are two counterpoints. There is the real nature of women. This is going to be some interesting stuff. You are going to learn some very, very deep, dark secrets about women here.

We are going to talk about:

- Upbringing and what kind of effect that has and how it works on her communication
- Social risk
- Sexual risk
- The pitfalls of sexual communication
- Sexual body language and signals
- Sexual conversation and tone



- Sexual humor, how that works
- Understanding how touch works in sexual communication
- The L word
- Exercises

So we've got a lot to cover. Come on back and I'll talk to you more about the evolutionary considerations for sexual communication.

Sexual Communication - 2

All right, welcome back. We are going to start talking about the evolutionary concerns regarding sexual communication and what you need to know about it. The evolutionary side of things, of course, is counterpointed by the sociological side and these two really do kind of link together, so we are going to talk about them as a group.

Evolutionary, what you have to know, and what you have to understand? Sexual communication is primal. It's built in to us. It's hard-wired on a lot of levels. When it comes to being sexually attracted to a person, there is not a lot you can necessarily do about it when the right triggers are switched and flicked. Women and men both know this on a certain level, but we tend to ascribe too much to fate or too much to destiny to the process of attraction. Primal



feelings of attraction are there hard-wired into us and knowing them on how they are used really gives you an advantage with knowing how to trigger.

All sexual attraction is polarity. There is a polarity between masculine and feminine, and I'm going to talk about this in a second. What I want to explain it with is I'm sure you've seen an oscilloscope where you've seen like a graph of a sine wave, that smooth wave that goes [dzz-dzzt]. The sine wave is a great representation for the polarity that we have to experience as men and women.

Now, there is another counter polarity to that, which is if this is masculine then the opposite is feminine. At the same time that the masculine is peaking, the feminine is at its extreme, and that's when we create the most attraction, the most dynamic tension and pull between the two because there's the most distance between the two. And then they come back and they converge again, and that point that they converge at is kind of like a moment to breathe, a little time to catch your breath where we sometimes just let down the pretense and we become, I won't say normal, but we just lose that charge for a bit, and then we are back off again, back on another wave.

That's the dynamic and the tension and the push-pull that we talk about. This is why I named my company originally Dating Dynamics is because when it comes to attraction between men and women, it's a



dynamic. It's a constant changing cycle. It's never just straightforward one, straightforward the other and then they just eventually converge. It's a constant push-pull dynamic, an interplay of forces that functions a lot like a constantly oscillating wave. Not to get too scientific on you on that one.

The masculine, the masculine is typically the dominant or what we think about as dominance. Dominance is the trait most associated with men, and I don't mean dominance in the, of course, grabbing the woman by the hair and dragging her back to your cave kind of dominance or the physical aggressive dominance. It's simply a dominance of attitude, a dominance of will, a dominance of leadership, a dominance of pushing forward.

Women, on the other hand, are more on the submissive side. This is not to say, of course, that we don't have the opposite where I talk about the occasional switch of roles. But between dominance and submissiveness or submission is where we get the masculine and feminine attraction dynamic. Men take the initiative. They take the lead. They start and initiate the approach. They are the ones who walk up to the woman and say hey, hello, and then take it from there and move it forward.

What do women do? Well, it's not that they don't have control, but they do it slightly different. They are more of the submissive. They



kind of move and bend and weave to whatever the man is doing, and they can still exert their control and influence in that same kind of interaction just being submissive. She can submissively communicate her sexual interest, and she can submissively do things like test you. She can submissively deny you for a date, and it will make you feel good about it or make you feel bad about it. There is so much that can be done in either one of these roles.

There is the occasional switch of roles where if you are thinking about masculinity on one side and femininity on the other as a spectrum of behavior, well, we know that we've had a lot of problems recently with women becoming much more masculine and men becoming much more feminine, and we are on the opposite sides of the framework here, and that doesn't work. What we need to do is maintain, even when we get pulled together in the middle and there is a switch of roles, it's a conscious switching of roles.

It's a deliberate switching of roles where we switch back, again not because we drifted past each other on the sexual attraction scale, and that's very, very important to understand. It's a key differentiator on the guy that understands how this stuff works and the guy that's being suckered down a path of turning into a wuss, too much of a nice guy and is not getting what he wants from his sexual relationships with women.



Attraction is a back and forth. It's a tug of war. It's a push and pull. It's a cat and mouse. This is kind of cliché almost in this area, but we don't always understand how that comes about. How do we create the tug of war? How do we create that push-pull and the cat and mouse game of chase and be chased?

Remember that there is this little known law of attraction. I'm going to tell you about this now, and it relates back to all this stuff, especially again with polarity, but we are really dealing with the nature of women which we are going to get into a little bit here. The little known law of attraction is this; women are attracted to your level of desire for them. I want you to think about that for a second because this is not as easy on the surface as it maybe to understand.

Women are attracted to your level of desire for them. She's not actually attracted to you per se in a lot of ways. She is, but let's put that aside for a second, which is initially, and what will keep her interest on an ongoing basis is your level of attraction for her. She is attracted to that. This is why later in relationships when a man loses some of his desire for his woman a woman becomes panicked. Or even if he feels the same amount, this is actually a better example, if he feels the same amount of attraction for a woman, but if he's not showing it, she doesn't see it.



So what does she have to be attracted to? She can't see his level of desire, so she begins to panic and she begins to freak out and start testing him and asking questions and pushing buttons and strings shit up. That's why this happens is because she fails to see the actual connection. It's like if she could visualize it, she would want to see this beam of desire coming out of him and hitting her and filling her with this glow of love. Really, that's what a woman would like to see because that would be a perfect proof, but the reality is would that even be enough? No. A woman would actually need to feel that beam of light in some way for her to be aware of it and to feel secure and safe in it.

This is where a woman will stir stuff up. She will create turmoil and drama because she needs to feel that level of attraction, that level of desire that he has. She's not so much attracted to who he is as a man, although that is important. For her to keep the connection going, she has to see the connection. She has to believe that it's there.

She's attracted to the feeling of desire coming from men. Okay, I'm going to step back for a second. Women are attracted to your level of desire if it's displayed in the right way, and this is something that sometimes men don't do very well. Very frequently men don't do very well, and if you would display it in the correct way though, you won't freak her out. You won't run her over. You won't come on as too needy or manipulative. That's what displaying in the right way really means.



So she's attracted to the feeling of desire that's coming from guys. But unless you crystallized that desire, you can't win her or keep her. This is why this leads to the attention whore complex, and this is why when you are out in a social situation where you meet a woman for the first time, she's very quick to give her attention to or pay attention to the guy that's giving her attention. Why? It's because he is the one that she can actually feel the desire coming from.

If she can't feel that desire coming from you, she doesn't have any real interest in the moment. She might have had a little spark of interest, but it's nothing compared to the guy that's demonstrating clear and intentional sexual interest in her. Very subtle distinction here, and this is why for a lot of guys, they fail to get anywhere with women or they get a lot of flaking is also because of this.

I'm going to talk about that again in a second because the crystallization is really, really important and it would lead to crystallize a woman's interest. Well, I'm just going to get to it right now because this is really important. When it comes to attraction, crystallizing interest simply means that you manage to get her to attach her feelings of "Wow, I feel desire," her interest. Remember, she's attracted to feeling that desire. If you can pull that feeling of attraction and stick it to you, that's crystallization. That's what you need in order to make sure she follows through in order to make sure that you get another connection with this woman.



A lot of guys get a big problem with flaking. Where does flaking come from? Well, typically it comes from a guy who has not managed to get a woman's investment in him. He has gone through the whole conversation and not even realizing it. She may have even done some distractionary tactics. Whatever she has done, she has managed to keep herself kind of set back from the conversation a little bit. She's behind a comfortable shield. She gets you to talk about yourself and she can sit back and just drink her drink and not care, because she's not investing anything in the conversation. She's not investing in you. She may be hearing you talk about yourself, but that's not really making her invest herself in you.

That investment that you get from a woman is what will make her follow up when the time comes. That's what's going to make her answer the phone call when you call her. That's what's going to make her show up for the first date. It's very, very important for a guy to understand that and know what would work there because one of the most common little defensive tactics a woman has is she can be totally and perfectly polite to you when you walk up, approach her and meet her, and she can make you feel like a million dollars because she'll ask you questions and she will get all involved in the conversation, and you will walk away with her phone number and she will walk away maybe with yours, and you will be like all glowing and she will be like, "Oh, whatever," in her head because she never



actually invested in the conversation. She never actually put herself into it.

Okay, women have this weird little shield that they can put up to keep themselves feeling like they are actually part of that interaction, or giving any of her own energy, or that she feels it's necessary to follow up with you or give you that date. She can totally disconnect from it as if you are literally two strangers on two different trains that pass by each other and just glance to each other as you are passing by. It's that fleeting for women.

It's not to say that all women are like this and they are doing it because they are evil. It's just another defense mechanism because of how they have to manage men's interest in them. So that can lead you to feeling that whole attention whore complex when a woman seems like her attention is going everywhere and she just wants the attention from guys. Well, it's because she's looking to feel that feeling of desire.

All right, the other part of this is that if you hate this process, you are not going to become good. If you hate the process of interacting with women like this, if you hate the sexual communication part of it, you will not become good. A lot of guys say this, they say, "I don't want to play games. I don't want to play games." Fine, but the reality is everybody plays games. And in fact, no matter what she says on the



outside, she wants to play them too. Women will never say, “Oh, I like game playing. It’s fun. I enjoy it.” They do enjoy it, but they will never tell you that.

There is a reason why we want and need to play games. Human beings, again I’ve covered this in depth in another program, but I’m going to cover it for you briefly here, we have social games as a way of figuring people out. Most of your brain evolved as a mechanism to figure out whether the other person is sincere and somebody you could rely on in a survival situation.

Consider that we haven’t had civilization until the last, if you want to give or take maybe a couple of thousands years, and if you think about the Dark Ages and what that did to us, it’s not all that long. We have not been a civilized race for all that long, and some would argue that we are still not. But when it comes down to the games that we play among each other and with each other, it’s because of this whole tribe thing, back when we have to rely on each other for survival and men had to go out and hunt and the women would look for and raise the young and all of those social dynamics that were created there.

We have to have games as social games, little perception games, because anybody can say anything that they want. I can say I’m the president of the United States, and of course, you know that logically that’s not true. But at the same time, what if I just said I’m a



billionaire, and you look at me and go, “Well, okay. I guess he could be, but you know what, I’m picking up a vibe that he’s kind of... I don’t know. It’s kind of... He doesn’t seem like a businessman type. He doesn’t seem like he’s doing big money making deals. He just doesn’t seem like the kind of guy.” That talking with whomever for an hour and you figure out through games that what they are saying is not true.

But we can say anything. I can say to a woman, “I am a very classy guy. As a matter of fact, I will treat you right for the rest of your life. I will give you unbelievable orgasms. I will make you as happy as you could ever want to be. I will be faithful and I will never let your trust down.” Now, I can say that all I want. Does it mean it’s going to be true? Not necessarily. So remember, everybody plays games because we have to figure out whether or not they are really being upfront, what’s the real person underneath those words.

If you try to cut to the chase, if you try and cut out games and remove all the dynamics, basically that’s what you are going to do. You are going to cut and you are going to remove all the dynamics, all the sexual tension and women will secretly resent you for it. When you try to be too upfront, when you try to be too direct with women, they will actually secretly resent you for it. They will seem like it’s all cool upfront, but you are going to get some weirdness as she starts to pull away because she’s freaked out because there is no fun in it anymore. There is no fun in finding out what the other person is like. There is



no fun in discovering the other person. Nobody wants everything laid out for him transparent on the front. They just don't.

The worst part is that a woman will say that she doesn't like games too, which therefore further confuses you. She's going to say it upfront and you are going to believe her because you wanted to believe her. You don't want to have to go through all this crap that is basically what women are much better at than men.

So if you hate this process, if you don't want to go through this process, you are going to resist your own success. Don't do it. Please take the time to just spend a little time getting to understand how the interactions work with men and women, how this works, this sexual communication I'm talking about here. All right, so that's evolutionary.

Let's go into sociological, the sociological concerns regarding sexual communication. Well, first of all, sex is power. Sex is a power play. It's a dynamic. Think about marriage, and whether or not you believe that men or women invented marriage because there is a lot of debate about that, who created marriage, men or women? It's a great opener, huh?

Marriage and control. Whether you want to think about it or not, it was created in a lot of ways as a paternity assurance. In other words,



if you believe that men created it, well, why would men create marriage? Well, because it allows them to make sure that by basically binding a woman, a single woman, to him, she's not out there boinking some other guy and so the kids that she has are his kids.

Now, of course, it's illogical when you get right down to it because the truth is then she could still be out there boinking anybody and how would he know. There is no permanently and attached chastity belt that's created. Well, that is one of the reasons that a lot of believe that it's a power game. How can a man keep his power with women? Well, they created marriage so they can make sure that a woman was going to be just his and that he would be able to know that those kids were his.

Well, women could just easily have created it too as a way of keeping her power over men. After all, men want to inseminate as many women. How can she possibly keep that guy as just hers? What can she do to keep him being the provider for her family and not going out there and starting other little tribes and little franchised families of his own everywhere? Well, the way she could do it would be marriage.

Do you see what it is? It is only simple power plays that are at work and it is around power because sex is a form of power. It's not only a way to get into the next generation with our genetic blueprint if you



will. It's a way to control. Now, I'm not trying to be pessimistic or some people say cynical about this sort of thing. But it is real, that there is power involved here.

What good and evil? Well, there is power in how religious structures have basically framed sex for us. How has religion done it? Well, religion controls our perception of how and what sex should be, whether it should be for fun, for pleasure, to create babies. Should homosexual sex be okay? Should uncommitted sex be okay? All of this is rolled up in how religion frames it and puts a shell around it. And then there is the guilt around religious input and the way it's instilled. I like to think of guilt basically as being a little ticking time bomb that religion and other people put in your head so that when you do something that goes against what they said, you sit there and go, "Oh, I shouldn't have done that." Oh dude, I can't believe I did that. I feel so guilty now." It makes you go running back to the person.

It's like a little remote control power element if you will. Guilt is insidious. It's one of the worst emotions you can possibly experience. It can be a barometer. It can tell you when you are working against your own morals, your own ethics, your own way of life, but on the whole what does it do? It undermines your good feelings about yourself. It undermines your self-esteem and it also keeps you beholden and under the thumb of other people. So be careful about guilt.



It's about control. Ultimately, it comes down to control. I grew up as a Catholic basically and my family because I came from an Italian family, and I remember the people would ask me. They would say like, "Dude, what is it with the Catholic Church, man? You guys don't even read the Bible. I mean you are so much into religion, but you don't even read the Bible. What's up with that?" And I thought it is true. When you go to church, in a Catholic church, you don't read from the Bible. You are read from their books.

Then I found out later on that it came from the historical precedent for the church. The church was set up as a power structure. The clergy have the power over the masses, and how do they exert that power? By controlling the knowledge, they control the Bible. They would control how you would interpret it, "Do you want to read the Bible? No, no, no. We will interpret it for you. Don't worry your pretty little head about it. We know what this stuff means. You are not qualified for that. You are probably illiterate anyways. Can you read that word? You see, you can't even read that word. We will take control of this. Thank you."

It's power, and as a result, you see what happens. Power ends up undermining. In any power structure, it ends up being a tool of resentment and manipulation and control as well as when it gets shaken up as we've seen in the lot of religious institution over the last 20 or 30 years. Now, I'm not speaking out necessarily a



religious institutions. I think they have a lot to offer, but recognize how they are built and why they are built and where the power comes from, and how religions really drastically color your perception of sex and what it's for and how you use it because there is a very strong connection there. There power structure and the power dynamic over how you feel and how you use sex is very, very important and influential in your life, chances are.

Recognize that we are in the middle of vast social change competing with evolution, so for the last however many thousands years, maybe a thousands or so years of influence of civilization and some would argue that we are not even really civilized now, we are competing with all those little habits and things that we were breathing into our minds over the last hundred thousand years of being human beings.

So even though men and women today don't have to worry about getting pregnant from a single sexual encounter if they use proper birth control, we still have all the same psychological mechanisms going on upfront. Women still have the same guilt. I mean, if it wasn't true, I mean, the second that we invented the pill which prevents a woman from getting pregnant and she takes that regularly and she doesn't have to worry about getting pregnant, should all those other behaviors have stopped and disappeared? Shouldn't she now want to go out and have sex with as many men as possible and have fun like that? Why doesn't she? It's because her instinctual mechanisms, her evolutionary mechanisms are still in place, and



few hundred years of that does not compete with thousands of years of evolutionary design.

We have not caught up. It's simply we haven't caught up. We don't have condoms for maybe, let's just give it the benefit of doubt, let's say 200 years, and I know it's probably way off of the top, but the other methods before that were pull out or don't do it, or do it at the right time of the month and just cross your fingers and hope. We see how effective that was.

Ultimate rule, the ultimate rule for sexual communication is this, and we are going to be delving in deeper as we jump into nature of women and all these other factors.

Never trust what a woman says that she wants. Never trust what a woman says that she wants. I don't mean trust in the way that you have to distrust her or be angry at her for it. I'm saying don't trust what a woman says she wants because she's going to say is what her self-conscious mind, her self-aware mind tells to say in order to avoid judgment and negative social impact. Let me say that again, she's going to say whatever her self-conscious mind tells her to say to avoid judgment and negative social impact, being perceived as promiscuous or slut as well as by herself and by her peers. It's much more damaging for a woman to appear that way to other women than it is to men.



Never trust what a woman says she wants. You've got to start looking at something different. The only thing you can trust is what her actions tell you. What her actions tell you is really going on. The corollary here is that you have to know how to really read women accurately to be able to do this. You have to learn how to read them, and that's again this program and my other programs are telling you how to do is read women effectively.

The easy rules are that whatever gets you the response you want, no matter how much she protests about it and says, "No, no, no, it shouldn't work this way, what's going on," it's usually the right thing. You can tease her and relentlessly give her a hard time, bust her balls and she will fight it and resist it. But at the same time, you know that you are also getting attraction if it's done correctly. And that's the funny thing is she will resist it on the surface, she will protest it, and some women protest more, some less, but the results in the end are all that matters.

What results are you getting? Is she actually attracted to you? Is she following through? Are you getting what it is you are looking for? If you are doing it respectfully without hurting or manipulating other person, you are fine. But recognize there is a certain surface level management of perception that's going on with women that she has to do. She has to put it in place.



Remember the law of truth. The way we wish things were and the way they really are are not always the same. In fact, they seldom are in some cases. The way you wish it was and the way it really is are not always the same. This is my law of truth that I've been talking for many, many years and nearly ten years now I'm doing this. Especially in social interactions, this is so true. You can't wish something to be the way you want it to be.

In other words, the more you wish you could just tell the woman that you are really hot for her and you want to have a date with her and you want to get to know her better, the more you want that and the more your reality you figure out that actually turns a woman off, that's when you are going to decide and understand really at a very deep level that things don't work the way we wish they would work. You have to learn how to turn off the filters and just observe reality. We cannot color things, especially with sexual communication with the way we want it to be, but we do this all the time. We do it just to make ourselves feel better about our situation.

There are two ways that a guy can handle an approach when it doesn't go the way he wants it to. There is one kind of guy who walks up to a woman, approaches her, things don't really go so well and he walks away thinking, "Dude, you are an idiot. There has got to be something you are doing here. What's going on?" And he goes off and he learns stuff like this. Another guy will go up and walk up



woman and this is actually more guys than the last example. Most guys do this, they will walk up and approach a woman and failed to get anywhere with her, and they will walk away going, “Dumb bitch, what’s wrong with her, man? Something girl, right.” He’ll blame her for the situation, and you will do this.

Why does he do that? Well, he does it to make himself feel better, because we don’t have want to have bad feelings. Most people avoid bad feelings with denial. They deny the situation happening that way. They totally change it in their head. They change it in reality for themselves and they color the world with these perceptions.

Napoleon Hill wrote a fantastic book, *Think and Grow Rich*, talks about this. What is this concept? It’s called accurate thinking. What is accurate thinking? Accurate thinking is the ability to see things as they really are without coloring them with your emotions, with the way you wish it would be because you just don’t want to feel bad, because it was uncomfortable. But we do this all the time as human beings and that quality, that very enigmatic quality, which is not talked about nearly as much as it needs to, that quality of being able to see reality is essential for any man to succeed in this world because so many people distort and basically lie to themselves, and this one area where you can’t.



Sexual communication has to be clear and true and you have to be willing to look at things with very, very open and accepting eyes. Don't color the judgment. Because what happens is, if you start to deny the reality that's happening, you are going to go down the wrong path with a woman and you are going to totally mess it up, whereas if you can see where a mistake might have been made and then you can correct it, you will get yourself back on track. But you can't do that if you don't see it, accurate thinking.

Read that part of *Think and Grow Rich*. I highly recommend it because it's one of the concepts that I would say almost nobody I know is really aware of when it comes right down to it. Just how important that is and just how much they color and distort their own reality. It's very amazing to me that we haven't figured this out earlier, but again emotions are a part of our life and we don't even realize when they are at work sometimes.

All right, enough of the social and biological. Now, we are going to go into the real nature of women. This could be a little bit of a dark area to go into, but it's a lot of fun because you are going to learn some things about women that you weren't aware of before.



Sexual Communication - 3

So before we jump into the real nature of women, I just want to point one last thing that I really didn't touch on in the last section, and that is the fact that trying to not play games with women is actually a kind of a game, and it's a kind of a game that women despise, that she will despise. Now, I'm using harsh language here, but, hey, you are adults. You can handle it. I know that you understand that when it comes to attraction, if it's not building attraction, it's usually not neutral.

Let me put it this way, it will lead you into a place where you will probably end up as just her friend, but the reality is that the feelings, that triggers, in a woman are not friendship feelings. They are actually feelings of repulsion, feelings of being pushed away. So when she says friends, what she really means is, "I'm just trying to let you down easy. We will probably never even really be friends." And playing games is one of those things where a lot of guys are trying to blow past the game playing mode and get straight into reality mode, "I'm going to get very connected to her feelings. I'm going to show her I'm sexually interested. I'm going to tell her what's what. I'm going to be a pickup artist."

Now, of course, it doesn't work this way. It does not work this way because women sense that if you are not willing to play the game, that



in itself is a game, and that game will actually make her push you away and feel repulsed by the situation. Sure, verbally she may go along with it. She might be like, “Oh God, thank you. Finally, somebody doesn’t want to play these games.” But there are certain games she needs to play.

The games she doesn’t want to play are the games that you shouldn’t be playing in the first place. The bullshit games of trying to be the nice guy to try and win her approval, those she doesn’t like. The games of trying to pretend that things aren’t happening the way they are happening are another kind of game that she does not want to play. In another words, those guys are trying to cover up everything. They are trying to camouflage, throw a lot of smoke and mirrors.

A friend of mine used to call this being a duck. It was actually the motto of the company I used to work for, and that was you can always tell when a technical guy didn’t know a shit. And do you know how we knew this? Because when he got close to that point where he was insecure about it, he would start quacking and throwing feathers, “Quack, quack, quack, quack, quack, quack.” And there will be feathers going everywhere just like a duck because that’s what a duck’s defense mechanism is. It would just start quacking and going crazy and just trying to scare you off with its loud noise and its feathers. Well, we called them duck feathers and that’s what a lot of people do. It’s throw out duck feathers when you get close to an insecurity.



The same thing happens unfortunately with guys in their interactions with women, so be aware of that. The trying to not play games with women is actually a game that she despises.

Now, the real nature of women, this is pretty cool stuff here. I really like this section because it's very realistic. I don't want to think of it as being cynical, but it is very realistic to what a woman is really like, and some of them are good things, and well, not so good things. Let's talk about that as a matter of fact.

I'm going to talk about the woman with no name. Now, the woman with no name is my version of the Clint Eastwood character. I mean, the Clint Eastwood that was on all those old spaghetti Westerns, *The Good, The Bad and The Ugly*, which is what we are going to be talking about here for a few dollars more or a fistful of dollars. They had that music in the background, and as Sergio Leone directed this spaghetti Western thing, well, we are going to have our own good and bad and ugly here.

This is the woman with no name. She has her own good, her own bad and her own ugly, and we are going to talk about those as well as the balancing force. First of all, what's the good? What are the good things about women? Women are motivating, aren't they? They are really, horribly, terribly, unbelievably motivating sometimes. They can just tell him I'll kick you in the butt just by being who they are.



I remember when I would get involve with a new woman and things were going good and I was excited about it. When I went to work out, it was like I was infused with this uranium pellet that just gave nuclear unbelievable energy. I can push myself harder. I can go further and I was just like, “Oh.” I was just jazzed up. It was very motivating for me. That’s what women do on a lot of levels. I think that’s the essence of that line from the Billy Joel song where it says that she’ll bring out the best and the worst that you can be. A woman will motivate you.

She’s complicated. She’s kind of like a puzzle that you might never solve. She’s like a Rubik’s Cube that as you are turning the little sides and everything, the colors are changing on you. So you feel like you are almost about to solve it and then it’s scrambled again. That’s the fun part. You have to look at it as being fun. Some guys will say that that’s bad thing, but I think it’s a good thing. I think that kind of complication gives us a challenge. It gives us something to work at.

She’s socially adept and she’s clever. She knows how to work things in social situations. She knows how to test you. She knows how to manipulate and she does know how to do things in social situations. She’s very clever. She can figure a person out for you. I always trust women with their first impressions when I meet somebody new. I always ask them, “So what do you think?” And I get some really, really good feedback on them. They just give you incredible insight as to the person that she just met, and you would be like, “You know, I didn’t think of it that way, but you are right.”



There are no two ways about it. Women are just fun to hang out with. They are just fun beings. Everything about them is very fun, good to look at, of course, but fun to be around, and to be quite frank about it, there is nobody else I would rather sleep with. Wouldn't you agree? I think so.

So those are the good, but I mean there is a ton there I didn't even touch on about women that are really good. But I don't want to get caught up in the good because guys are experts at finding the good. This is how we put women up on pedestals. We find too many things that are good. We get too caught up in the good of women and not see the other sides to them and we need to see the other side to balance out the picture.

The bad, what are some of the bad things about women? Well, women are driven by a need to connect and feel emotionally safe. That in itself is not necessarily a bad thing. It's how women actualize that. That need to connect and feel emotionally safe will lead her occasionally down paths that will put you in a lot of pain. It will push into uncomfortable zones.

They can figure you out fast. This is both good and bad. She will test you because she can figure out a person's personality really quick. This is back in the good in a lot of ways too. It's also bad for a guy who feels like he's got something he needs to hide, so that's why you can't have that what I call underground game going on. This is wh



you have this deep seated feelings somewhere inside you that you are not worthy, that you are going to be exposed, that a woman is going to see through to the real you, you can't have that kind of game going on at the same time. Otherwise, this will trip you up. This knowledge that she will see it eventually and it will come up and eventually it will cause you problems. It will bite you on the ass as reality often does.

The bad, they are gold diggers. Women do seek out guys with physical wealth, with physical possessions, with affluence. Why? It's not because they are bad anymore than a guy is bad for wanting to have sex with more than one woman. The reason we view it as being bad as guys is, well, number one, not a lot of guys necessarily make a lot of money and it makes us jealous and angry when a woman that we feel like we should have wants a guy purely based on what he owns. It feels so superficial, so undeniably wrong to us.

What is she really seeking there? She's seeking security and safety. The ability to provide gives her that feeling. What if she has a kid with this guy? Is she going to want to wonder every week where the money is coming from? Does she want to struggle to survive to make sure her kid survives? No, she wants to make sure that that's set. That she doesn't have to worry about that, and that's where some of the women out there can go to extremes. They actually go after the wealth as the only goal. They don't even care about wanting the guy. They just know that they want the goodies because they can.



The attention whores, we talked about this. Why are women attention whores? Well, there is a distinct reason why they are like this. It's because of that need to feel a man's desire, and guys will see this and think, "Well, that's one of things I just absolutely hate about women. It's bad." Well, it can be if you don't really know how to use it to your advantage, but it is potentially bad.

Now, what are the ugly? The ugly is that women are socially manipulative. They pull strings. They will make you dance like a puppet. They know how to do this stuff. They know how to make other people do what they want them to do. They know how to play the game, the social game of manipulation. They can be deceptive and duplicitous, meaning two faced. They can be very deceptive. Her loyalty will go wherever it is she needs to to gain and obtain security for herself and her offspring, for her kids.

And ex-girlfriend of mine who I have since lost touch with, but back when I dated her, it was back on my early 20s, and her mom had basically remarried after divorcing the previous dad who was a bit of an alcoholic and kind of a troubled person himself. Well, she moved on and she married a new guy. Guess who the new guy was? Yes, the new guy was rich, but he's also kind of a dork. He was an idiot. He was very socially clueless. He was selfish. He has had a lot of negative things about him. He just wasn't kind of a guy you wanted to hang around with very often.



Everybody kind of joked about it on the side, and one of the girls actually would bring this up from time to time, but they would joke that basically her mother married for his wealth, for the money he had, for the stability and security that he provided. And you know what, when you look at it and you think, “Can you blame her?” Because she had these three girls and she had this one boy. She had four kids. She didn’t herself have much in terms of skills. She probably had a hard time providing for them. She’s going to latch on to a train that’s going in the direction she wants to go, and lucky for her, this was a bullet train. This is a rich train that she happened to jump on. So her loyalty will go wherever the security is and the safety for herself. It’s a natural instinct.

She will be ruthless in her quest for the man and then for the babies after that. I used to call this kind of woman the program women. She actually would focus in on the sequence. What’s the sequence? She gets the man. She gets the man who is on his way at least to getting some of the wealth and the cool possessions, so she’s going to get the SUV, the house, all that cool stuff, and then very shortly thereafter, she can get her babies. And when she gets the babies, what usually typically happens is, she focuses on them and the relationship doesn’t survive as well.

It’s not always her fault. Sometimes it’s just the dynamics of the situation. Most people don’t know how to balance a family life with the romantic life, with everything else you have to do in life. It’s tough. It’s difficult. So she will be ruthless in this quest. She will



whatever it takes to get those things out of life that she wants and that she feels driven and compelled to get, and that can be potentially ugly.

She will use sex and sexuality as a weapon. She will use it as a tool of manipulation and a power play whenever possible. Again, I'm being real here, guys. This is something that you have to know. That she will use sex and her sexuality as a weapon. They've done studies and surveys about this, about asking women, "How often have you used your sexual charm or your sexual ability in the workplace to get ahead?" And an unbelievable number have done so. So it's real, we do this things. We don't want to admit it. Again, it falls under the category of I wish it wasn't this way, but we do it this way and you've got to recognize it.

So there is the good, the bad and the ugly. I was actually probably now that I looked at it pretty delicate about that and very light. What is the balancing force? The balancing force is you. You are the balancing force. It's how well you keep a very firm, yet flexible boundary around the woman's behavior, her behavior, to keep her in check, to keep her behaviors in control to avoid some of these things like when we look at the bad behaviors, the gold digging behavior, that can actually be kept in check. You can keep her on a leash that keeps her from going way off the end zone here on this one.

It's the same with attention whore thing. Your behavior will form a boundary that keeps her in check and it keeps her from going



extremes, and that's what's she relying on you for doing, by the way. Women only behave really badly when men create the environment where she's enabled to do that. Let me say that again, women only behave badly when men create the environment that facilitates and enables her to do that.

It's easy to blame it on her as being her fault. It's easy to make it the woman's fault. She's the one that that's way, but the truth is it's actually much different. The truth is that we create this environment, by the way that we as men behave and what we let women get away with, and vice versa. The same is true in the other side. Women very often blame things on men that were really created by their own behavior in the relationship and in that whole dynamic. The same is true for both sides.

The balancing force is always going to be you though, and that's the part that we are taking control of here. You can't control her, but you can control yourself to the degree that you being you so well will control her in a certain way. It will keep her in check. It will keep her boundaries in check, and she will know when she's out of line. That's the cool part about this stuff. You can't get this any other way. You can't get it through a pickup artist's routine. You can't get it through a pickup like per se.

Even with the stuff I do teach you to use as tools, those tools are meant to build up such incredibly strong character and Alpha man power, not just Alpha sexual power, but your Alpha confidence and



your Alpha power across the board, that you end up being the agent of change. You become the person that the woman is inevitably drawn to because she senses that boundary. That's power. That's true power because you own it.

I get excited when I talk about that because that's really the benefit that I teach guys. I really, really believe in that. All right, so we went through the woman with no name. What about the evil behavior? What are some of the downright evil behavior?

Well, no interest in you really. She will actually appear maybe that she doesn't have any interest in you. This is one of the downright, unbelievable things that women do, but you've got to understand, it's just part of their behavior. You probably have fallen victim to the same kind of behavior, so this one goes on both sides of the fence.

You are with a woman who doesn't really seem to be all that interested in you really until another woman comes along. She will suddenly act interested if another woman appears in the picture. This is an instinctual thing with women. Women are very competitive, very, very highly competitive. Even though it would never seemed so on the surface, they are. No matter how nice a woman seems to be with another woman, she is ready in a moment to pull out a knife and slit that throat if she had to. Okay, not literally but she would slit the social throat of that woman if she could.



Again, the potential is always there. It's not meant maliciously and it's not something we should judge women for because we are just as capable of some of those behaviors. It's really important to understand. This is one of those evil things that I talk to guys about and the guys ask me about, and I tell them, "You know what? It's just a situation you have to learn how to deal with." There is no interest in you until some other woman appears and then suddenly she's all interested in you. What's up with that? And then when that other woman is gone or when there is no threat to her, she's back to her old ways again. It's just something instinctual that's popping up in her head that she can't control. It's not the kind of woman you get involved with, but recognize that it will happen.

Can you accept this? Is this something you can find acceptable, even with the parts that you disliked? When it comes to women, are these parts that you can accept these negative things I brought out, the good, the bad, the ugly and the evil behavior? Can you accept this, even the parts that you disliked about women? Because that's what's going to be necessary to win this game long term? You've got to be willing and able to accept the fact that women are a way that you might not choose them to be, but they will be that way anyways. And the same is true on the other side of the fence, more women will be happier with men if they would accept us instead, of course, always trying to change us.

All right, so the next section here is upbringing. We are going to cover upbringing a little bit, just so you understand what a woman



environment is, what leads her to be the way she is. First of all, a lot of who she is sexually is passed on from her parents. A lot of who we are, obviously, across the board is passed on from our parents. There is a strong component of the whole nature versus nurture conversation here, and I don't want to get back into the scientific part of it. But the reality is that most of who we are is created by the environment that we had as a kid.

For women, a lot of it comes down to the whole guilt and religion thing as well as control. Her feelings of control that she experience, what her mother taught her about sexuality and how it was used, how she observed her mother behaving in the household. If she saw her mother get her way by being manipulative in a certain way or socially manipulative or sexually manipulative, she learned that that was the right thing to do. That it worked. It got her what she wanted, and depending on the relationship that she had with her dad, she will see how he responds to it and there is an infinite number of complexities there.

Unhealthy dysfunctional messages are passed around all the time in our families, and kids don't have the ability to screen those out or sift them out or figure them out, and later on in life we end up going to therapy and figuring them out later. For now, understand that this is the environment that women are brought up with a very confusing and complicated environment about sex. For guys, it's just as simple as just sticking our dick in something. For women, it's an incredible whole plethora, if you will, of inputs and complications that make



not so simple for her. It's not as simple as just simply having a good time.

Focus on releasing past judgments and perceptions based on beliefs. I want you to focus on releasing some of the things that you may have in your life, and I encourage this for women that are looking to go to a certain direction in their own lives, but even especially much, much more with men, is focusing on releasing some of these past judgments you've created and the perceptions here based on beliefs. It's because beliefs are man-made. Beliefs are chosen. If beliefs were facts, if beliefs were just given truths, they will be called facts, but they are not. They are beliefs, even though we treat them like they are facts where we would die for some of our beliefs even though they in essence a personal thing. It's kind of crazy if you think about it.

Facts are inarguable truths. We can't argue with it. When I say that water boils at whatever temperature, I think it's 212. I think it's 212 degrees, that's a fact, and you can't ignore that. But beliefs can be flexed. Beliefs can be changed. Different people can hold different beliefs in total contrast to each other and they can both be right. That's the freaky thing about beliefs. So recognize that your beliefs also serve as the basis for you to create your own judgments and perceptions about women.

Your exercise is really important because it's not just the upbringing of women that I'm talking about here. I'm talking about your own upbringing:



- What your parents passed on to you
- The guilt that was installed in you
- The religious aspects
- The control aspects
- The unhealthy and dysfunctional messages you experienced.

Make up a list of beliefs about sex, bad and good. You have two columns, bad and good. I want you to write down those beliefs at each column, or actually, it's probably better if you can do this on separate pages, one page for bad and one page for good.

Write down next to that belief:

- How has this impacted you in the past?
- How has this influenced your life?
- How has it influenced your success or lack of success with women

Write down if you choose to continue believing this, how it will affect you? How will having this belief affect you? And if you can choose your beliefs, what would those beliefs be about sexuality and sex?

I'll give you an example. One of the beliefs that a lot of guys have is that women don't enjoy sex. For some reason, it seems like the logical thing to believe because, hey, we know as men that we enjoy sex because it's easy for us to have, and therefore we want to have it with everybody. But women, they turn us down all the time and they



refuse sex and they seem to have a lot more control and they don't seem to really want it like we want it. So they must not like sex the way we do.

It's an easy assumption to come to if you don't really understand how women are built. How has that belief affected you in the past and believing that women don't want sex? It has probably inhibited the way you communicate with women because you are going to try and go in there with a different angle. If she doesn't want to have sex and you want to have it, well, now you've got to trick her to get it because it's not something that she naturally wants.

If you are going to continue believing in that belief, that faulty belief that women don't want sex, what is it going to do to you? How is it going to affect you? Well, it's going to affect you in a lot of ways, isn't it? It's going to affect your communication style with women. It's going to affect how you maintain long term relationships with women. It's going to put you sometimes in a position of lower power status because you are always the person that feels like he has to beg to get sex. It's like asking for something a person doesn't want to give you all the time. What kind of a dynamic is that? If you could choose your beliefs, what would they be? Would I choose that belief? No, I wouldn't choose that. Then you can ask yourself, why are you choosing it now? It's because all of your beliefs are chosen.

That's a very important exercise. It's one that I probably should have stressed a little earlier in the sexual confidence section, but we had to



get to this point before it would make I think a kind of sense that it does, especially having traveled this far through what we have been talking about. All right, so your upbringing about sex is going to affect a lot of your beliefs about it and what you are going to do when the time comes. How you are going to behave, it's all going to come down to what it is you believe.

Social risk, social risk is something every man, but especially every Alpha man must take on, social risk. Social risk is one of the risks that we as men have to adopt. We have to be willing to take control of, and this includes, of course, sexual risks, and that's coming up too, but very often, a lot of guys are trying to avoid social risks.

All interactions have social risk in them. All of them do, especially with women. The area that every guy is going to be in mutual agreement on is that he sees the most social risk is going into situations where a woman could either approve him or deny him in some way. That's why it's really important that we understand how social risk works and that we cannot avoid. Women can identify the guys they are actually least impacted or affected by this perception with social risk.

It's important. Let me say that again, women can see, they can identify, they can tell if you are one of those guys that's actually responding to or skittish or nervous about social risk, and they will be attracted to the ones that are least impacted by it. It's the guys that don't seem to care about, "Oh, that's not a big deal. And you know



what, I said that and if you don't like that, whatever." But there are some guys that won't say certain things for fear of being judged harshly, for fear of being ostracized, or just fear of being embarrassed. They perceive every interaction is having a lot of potential upside social risk as opposed to the fact that there is no such thing as a possible consequence really. You don't want to act sociopathic. You don't want to go off the deep end, but you have a lot of control over these things.

All right, so I don't want to go into more detail about that, but just remember that there are so much social risks inherent in all social interactions, but the social risks that we perceive is not real. There is no consequence. There is no real consequence. We make that up in our head. We determine risk and reward in social situations. The risk that we think is there is a function of the risk and reward that we perceive in that situation.

Again, the lessons you learned as a kid and growing up have taught you how to respond to other people. If you are a little kid and you went into a social interaction and you are constantly mocked or ridiculed, guess what, that impacted you radically because that's at a point in your life where you are forming your beliefs about the world and you are trying to get your social persona together, and it's going to do something to you. It's going to affect you.

Some people made slightly different decisions going early on and were just lucky enough to not get either picked on or pushed around.



but really everybody has been picked on at some point or another, but the point is that certain people ended up learning different lessons about what it means to go out and risk yourself in social situations. What does it mean to me to go up and talk to people that I don't know? What does it mean to me to be able to a willing participant in the conversation, to give, to throw things out for discussion, to talk essentially?

If I believe that I'm at risk, I won't do it. And these risk-reward beliefs that you have are really important. They are going to carry a lot of weight in your social risk. Because social risk leads to eventual, what, their sexual risk as well, the risk perceptions, and Alpha men know how to handle risk. They know and understand that all of life is risk and trying to not take risk is actually riskier than calculating and choosing your risk.

Recognize that, this is very important. So, sexual risk is the chance that you might not be able to mate, continuing your bloodline, continuing your genes with the next generation. This is sexual risk, and it comes up frequently for guys. The risk is really only as real as you make it, as you make it out to be. It doesn't have to happen to you. There is no such thing as a guy that's going to be eternally condemned to never procreate. It all comes down to how willing you are to put yourself out there and learn the skills that are necessary.

The faulty belief that's at work here is that I might not be worthy of sex and love. There is a secret, sneaky belief going on under the



surface that, “You know what, maybe women don’t want me because there is something wrong with me. There really is something wrong with this package. This is not what women want.” And that’s a very scary thing to confront. That I might not actually be worthy of sex and love can be one of our fundamental beliefs.

This premise is impossible. Okay, think about this, Hitler, Adolf Hitler, the worst person we’ve ever really known, the really bad guy of the 20th century, he had a woman that actually loved him and nurtured him, and you know what, he beat her. He was in sadomasochism. He was a sick puppy. And he, even he had Eva Braun. He had a woman that would actually nurture him and love him. If that’s possible, I’m telling you right now, you are probably not anywhere near Hitler. Hitler didn’t take this kind of programs. Hitler was not an Alpha man in this sense anyways. I can tell you right now that it is possible for you to find somebody.

When you accept that the premise that you are believing in is bad, then you can be free to accept the risk. So this is what I’m getting to here, when it comes to sexual risk, when you accept that this premise is not worthy, that it’s not valid, it’s not possible that you might not be worthy of sexual love, then you can be free to accept the risk that goes along with the other side of that equation, putting yourself out there, communicating sexually with women that it allows you to take risks. Because you have to take risks in order to get women going.



The fact is that the less you risk, the more likely that you are going to fail. You can't win when you don't play the game. This is my poker analogy, but it's really, really true. Are you all in? Are you pushing those chips to the center of the table and saying, "All in," or are you playing with scared money where you are taking one little \$5 chip and you are like, "Oh, oh." And you've got four aces here, but you don't even see the aces, you only see the fifth one which is like a six of hearts, and you are like, "Oh, somebody could have five aces out there."

This is the way we think. It's crazy thinking, "Even though I already have four of the aces here, somebody else could have five. I'll just put \$5 out there." That's scared money, and that also shows you the irrational sort of thinking that goes behind that kind of a bet.

Are you all in? Are you playing the scared money? How are you playing this game? You really need to answer that because again you can't win when you are not playing the game, and the fact is that the less you risk in this game of sexual communication, the more likely you are going to fail.

I'm trying to set a precedent here. I want to set a very stable or very understand foundation for you of what goes into the communication that we are just about to talk to here. If you don't know and don't recognize sexual risk, you could be in some trouble yourself before you even open your mouth.



All right, so in the next section will start off and we are going to talk about pitfalls as we work into things like sexual body language and signals as well as conversation and tone and how to communicate even sexual humor. Good stuff coming up. I'll see you in the next set.

Sexual Communication - 4

All right so as we continue with sexual communication, the pieces are going to start to fit in a little bit more tightly as we go forward from here. Most of this has been a lot of the underlying or foundational concepts from understanding how to communicate sexually with women. We are going to go into pitfalls now because I want you to be aware of all possible traps that can come along as you move forward in the sexual communication and as you are feeling like you are taking not only a social risk but a sexual risk, you also have to feel like you are not going to get trapped. You are not going to fall into a pit.

I'm reminded of the old Atari game from I think it was the 80's called *Pitfall* where the guy was like swinging over a lake and there are these little crocodiles in the lake and everything. It's basically the same kind of thing you are navigating when you are working with this whole topic of attraction. But we have to remove a lot of the charge, a lot of the energy from the possibility of failure. Really that's what most guys end up I think falling victim to, which is that belief that if they make a mistake, if they screw something up, that they are really



ruining everything. Everything is ruined if they make a mistake when they are talking to women.

You have to remove that feeling of negative consequence from your interactions with women. You can't get into the positive realm of sexual communication when you are constantly worried about making a screw up. It really is. But understanding what they are will help you to get rid of them in your mind once you've taken care of what the true pitfalls of conversation with women are.

So let's go through, we are going through fears. Caution and identify, let me explain what each one of these is. First of all, what are some of the fears inherent in sexual conversation? When we have the fear of intensity that comes up and hits us from time to time, the fear of intensity, what is that? Well, fear of intensity is the second things start getting charged, we want to back off because it's starting to get intense.

It's an energy zone that we are not used to dealing with, and the second that things start getting into that zone, we start to find ourselves pulling away because it becomes uncomfortable or we discharge. We find a way to kind of ground the energy, and we don't want that. The intensity between the man and the woman in the conversation gives it the sexual charge that it needs to be a sexual conversation to sexually communicate, and you can't get rid of that. You just can't do it.



So don't back off. You've got to stay in there, and the key to staying in there is realizing after probably some repetition of doing it, that there really is no risk. That leaving it there is actually fun if you know what you are doing. That's the key though, isn't it, if you know what you are doing.

The fear of failure comes up. Of course, this is going to be one of the top ones. It probably should be the first one, but honestly, the fear of failure just comes up in every social risk and sexual risk conversation we have, on all negative outcomes basically, and it's usually non-specific. So let me see if I can explain this. When we fear failure, sometimes we are not feeling failure. We don't feel like we are feeling failure where you feel, like we are fearing the unknown, what is out there that we just don't know so it becomes, "Oh, I don't know." It's like where you are playing a game and you have to open a chest and something could come out of it, something could pop out of it and right now I'm thinking of like *Diablo* or one of these Dungeon games you play on the iPad or on your Mac or PC or whatever the console is. You don't know what could spring out of it. It could be trapped. There could be a trap in it that would spring.

Well, the fear there is not really that you don't know what's going to happen there. The fear is the possible negative consequence, the possibility of the failure. So it's very non-specific in some cases, which makes it very hard for us to wrap our head around it to get over that fear because we don't have anything to grab onto. We don't have a competency that we can fall back on really to counter that fear.



You have to pin it down. You have to pin it down to specifics. If you let it be nebulous. If you let it be undefined. If you let this fear not have a face, you are going to basically sabotage yourself forever because you will never have something that you can actually concretely deal with. It's like grabbing at wisps of smoke. You can't function that way.

The fear of rejection, the fear of rejection is also basically a fear of losing ground. When we are rejected, we are being set back. We are having to start all over again, and nobody likes to do that. Take it from me. I am the king of "I hate to do that stuff over again." I would go to any lengths to not have to rework something or redo something if I can possibly avoid it, sometimes to my detriment.

So I'll tell you right now, I'm one of those guys that backs up all my data all the time as much as I possibly can on the chance that I'm going to have a hard drive go bad, and of course, by virtue of the fact that I do that all the time, nothing ever happens. But if I didn't, of course, the hard drive would fail on a regular basis.

The fear of rejection is really a fear of losing ground. It's also something you have to realize as a sunk cost. What is sunk cost? Well, sunk cost is this concept that when you've expended energy or you spent time doing something, you can never get it back. You can never get that back, so it ceases to be something that you can use as a value equation. In other words, I can't say that I spent 20 hours



invested in trying to get this woman to sleep with me, and for whatever reason it doesn't work out or it's not working out. I'm trying to, but things aren't going anywhere, but I realized, "You know what, I've got 20 hours in this thing. I've got to keep going forward." That's actually a fallacy. That's actually incorrect thinking.

So when we talk about sunk cost, what we are really talking about is this concept that once you've put energy or money or time, anything into something, you could never get it back out. There are certain things you can just never get back. There is certain money that you spent something that you can never get back. If I would buy a car, here is the best example, if I buy a reasonably old car and I put about \$2,000 worth of money into it to rework it, to fix it up, to get it going. I put in starter. I put in a new battery in. Maybe give it some new tires, whatever is needed to make a thing roadworthy, and then the car breaks down again. Now, part of me is thinking, "Dude, I put \$2,000 into this car already. I can't walk out of it right now."

Now, this next breakdown is a serious one. It's like the transmission. It's going to cost you a couple of thousand dollars, and you are thinking to yourself, "Well, I've already put two in. I don't want to lose that." Guess what, you've already lost that money. You can never get that back anyways. So it's just like you are starting from zero.

It's a psychological thing. It took me years to get over this one because I just couldn't get it into my head. I was always thinking



“But wait a minute, yeah, I mean I am invested in it. I have spent that money.” You have, but what you have to disconnect from is that emotional attachment to the money you spent on that thing. I have to get over the fact that I spent \$2,000 to fix it and just figure, “Oh, it was just the cost of doing business with my car and I’ve got to keep thing running, so I’ve spent \$2,000 to do it. I can never get that back and therefore it should not impact your future decisions regarding that car. I don’t care how money I put into it. It’s causing me more money every week than it would if I just bought a new car.”

Hopefully that makes sense. That’s what sunk cost is, and that’s a concept that most guys again don’t understand, especially when it comes to sunk cost with women. We spend time. We spend money. We spend energy with women, and we don’t know when to let go sometimes. You have to realize that all the energy you spent on a woman is not an investment. It’s sunk cost. It’s just cost of doing business. It’s your attempt to get that woman, and that’s it. If you keep chasing, as they say, throwing good money after bad, you will find yourself in a much more worse position down the road, especially if you determine that that woman was never worthy of it in the first place.

Let’s say if you screwed up and you made a bad decision and you chose a not so good, quality woman. Let’s just say a poor, quality woman. What are you going to do about it? Are you going to keep going after her just because you’ve been going after her this whole time or spent money on her and bought her flowers or went on dates



with her or spent time with her? That's the kind of thinking that will sink you into a marriage for forty years that will ultimately leave you a broken and desperate man. It's sad to say, but that's what happens to a lot of guys. So be careful of sunk cost. The fear of rejection can very often lead us into that sunk cost mindset.

And it's not just being stopped. When we fear rejection and we fear this losing of ground, it's not just being stopped in our tracks that we are most afraid of when a woman slams on the brakes, but it's being put back to the start. It's going back and having that success being taken away from you. It's like having a trophy you won for a tournament and it has taken away from you. It feels like a much bigger loss than it actually is. Remember, it's never as bad as it seems.

With a lot of us really, we get into our heads and we think about things too much and we start to make this fear of rejection much worse than it ever really is. The fear of rejection is one of the least impactful kinds of eventualities in her life. You can buy insurance for a tornado hitting your house, and yeah, that's going to be real. There is no doubt. That thing is going to cost you damage. It's going to cost you money and time. Your house is going to be damaged.

But when it comes to rejection, if you are to buy fear of rejection insurance or if I bought rejection insurance and I got rejected, what would there be to repair? What there would be other than a slightly bruised sense of ego and that really wasn't controlled by her. H



rejection didn't create that. You created that by interpreting her rejection to actually mean something. There are just as many guys out there right now who are out there in the singles world who are having no problem with women and they get rejected all the time. They get rejected left and right, but it doesn't bother them because they don't attach any meaning to it. What's the difference between them and you if this is your big struggle or sticking point? Think about it. It's well worth contemplating.

The fear of rejection is rooted in this fear of disconnection from society. Rejection comes from this fear that we are going to be ostracized, that we are going to be cast out from the tribe, that eventually we will be disconnected from people we love, disconnected from everybody, cast aside and eventually forgotten about and we die alone. It's this progression of steadily worsening things happening to you that are totally irrational, but we still have them.

Even today's modern society where being ostracized or cast out of society just doesn't happen. So be aware of your fear of rejection and how that enters in. This is a pitfall. This is a trap that you can fall into that will stop you from putting up the right energy for attracting women, for having sexualized conversation with women.

All right, the fear of being exposed. Perhaps these other ones, they don't confuse us. The fear of being exposed comes down to what I call the impostor syndrome where we often feel like we don't deserve whatever it is we are. We don't deserve the position we are in.



Something is going to be happening where we are found out or discovered. We are exposed for who we really are. Even if that image of this person that we don't want seen, it doesn't even really exist. We realize our own true value so we devalue ourselves in the inside and then we put up a front on the outside that says, "Oh yeah, that other guy doesn't exist. I'm this guy." We feel like we are propping up a front. It's a false front.

Well, the fear of being exposed is very shame based in a lot of ways. There is another part of the exposing part that is our fear of being exposed for being a sexual man, for desiring women, for wanting to have sex with women. Again, it's shame based. We don't want other to see what we think is maybe abnormal or unclean. Especially in the United States where our society was built on this Puritanical principles and the irony should not be lost on you given the advertising and the amount of sexuality and sex that's put into the media, the sex and violence in our movies and how we feed on that.

Well, we don't want others to see what we think is maybe abnormal about ourselves or maybe unclean and we don't want to be exposed for wanting that nasty filthy sex or maybe wanting anal sex or maybe wanting a blowjob, "But that's horrible, how could you possibly want that, you shameful creature you? What's wrong with you?" That's what society does to us, and our families do it and people that we know can even do this to us indirectly and even directly.



So be aware of your fear of being exposed with that need, and you have to kind of fight back against these things by pushing yourself into that zone where you show off or you push out and expose part of yourself and realize, “Wow. That really wasn’t bad. People don’t care.” I did for a while. I did the exact opposite of all of my fears and I realized nothing happened. There was no consequence. Nothing near to what I imagined ever happened.

There is a fear of emotions when we get into sexual communication. What is the fear of emotions? Well, it’s a fear of emotional intimacy. It’s a fear of connecting on a woman on an emotional level. It’s also a fear and being afraid to feel. It’s inexperience basically. Sometimes negative conditioning, sometimes it’s when we are punished for having our emotions. We have this fear of exposing our emotions to people.

Your fear of feeling or the inexperience of exposing these emotions in a healthy ways contributes to that. So get used to showing emotions, but showing them in a controlled way, and this kind of sounds like I’m contradicting myself here. I believe that men should always have the ultimate throttle or control on their emotions. That they should be able to control their emotions to the point where they don’t let their emotions get away from them and make them do things that they would later regret. Or just push them into situations where the emotions basically sabotage their lives. That’s something that men simply do not have to let happen.



We accept it more from women because they lead a much more emotional life. It's not to say that women are hysterical and running around the streets crazy. But if you are a guy, you really do need to keep that in mind that you have to have some control or some reign over your emotions. Now, I noticed that the sun came in. How nice is that? It makes me a little bit brighter on the screen.

The emotions that you feel are going to be one of the most important things you can put into the conversations to sexualize them. The emotions are going to make you feel more sexual, so please don't be afraid of your own emotionality.

Fear of the unknown, fear of the unknown is probably one of the most crippling and disabling of all the fears that a man can have because you are always asking yourself, what will you do in that situation? You are always left with something that's totally up to your imagination in terms of the pain that you could possibly feel. Without putting a specific face or specific name or specific quantification of this particular pain, it basically explodes in your head because there is no limit to it. You imagine the worst because you don't really know the limits of it, or you don't put a limit on it.

So when we are talking about the fear of the unknown, this is a really crippling behavior for almost all people, not just guys, but women too. Guys, more so, I think, in a lot of ways because of how it impacts our game with women and how well we interact with women. It comes right down to, basically, a fear of failure. That's what the fear of the



unknown comes down to when we don't know what's going to happen. It's like, "Oh my God, anything could happen." What we are really fearing there is not that something great is going to happen, we are fearing something bad is going happen. We are fearing failure. We are fearing not succeeding. That's what the fear of the unknown comes down to.

The best way you can counter fear of the unknown in almost any fear really is to quantify it, to put it down on paper. This is one exercise I have guys do and it consistently and totally blows them through any obstacle or blockade that they have in their game, and it's simply this, whatever fear you have, you drill into it, you put it down on paper and then you write one way that you would handle it if that actually happened to you.

So for example, the fear for a guy is the unknown for a lot guys going up and walking to and talking to a woman. It's not so much the fear of rejection upfront. Very few women do that. It's the fear of rejection further down the line. It's the fear of failure somewhere past that point like you've run out of conversation and they've experienced it when a woman has kind of lost interest and turned their back on them, or she has just basically said, "Well, it's nice to talking to you," and walked away. Now, of course, the guy interprets this as failure and that's up for debate as to what it really is.

What we have to do though in order to overcome these fears is quantify them and make them very specific and manage them.



what you would do in that situation is you write, “I’ve got this fear of approaching women because of the fear of failure down the road and something is going to happen.” And I always say, “Okay, so write down one solution for that. What would that be?” And inevitably, they put down something like, “Well, I guess I would go and just talk to another woman and see if I can get on with her.” And I would be like, “There you go, or what else?” Because it’s not just good enough to do that because you still have that fear rolling over from one conversation to the next.

You’ve got to have a way of managing each incident of that perceived failure. You can say something like, “Well, I guess I would probably look at it and really think was it a failure. I mean, from me, was that a failure? That might have been as far as I’ve ever gotten with a girl before and it really was a success even though I didn’t get to the success that every pickup artist told me I should have or the one I wished I would have, which means getting and taking her phone number. It was a success in that I went further in that conversation than I ever had before, and it’s like exactly, that’s the one thing that most guys miss. They miss that one critical element that they are almost always going further than they have before, but they are comparing it to a goal, it’s not a goal that they can’t reach, but it’s just a goal that they are ready for yet, which is this perception of success that still lies outside of their reach.

So long and short of it is to overcome the fear of the unknown, and thus basically it becomes a fear of failure if you really look at it really



closely. It's to come up with one solution for that particular fear. What would you do if the worst thing came to pass? You would handle it. You would always be able to come up with a way to handle it and manage it. You always do. It doesn't matter what the situation is.

If you've got a job interview coming up, and again, it's fear of the unknown and fear of failure. You can write down, "Well, if I don't get that job or if that doesn't work out well, I would probably have to practice a little bit with my presentation and try again. I'll apply some place else." I'm like, "There you go. That's what happens inevitably." But we get caught up in the emotional circumstances. Again, it's very important to understand.

Now, fear of success, fear of success is one of the most important. I guess it's a compliment with the fear of failure because most guys don't realize it even exists. There is a dirty, very uncool side to the fear of failure and that is a lot of guys and a lot of girls, a lot of people in general, we fear the success in a situation just as much as we fear failure. In other words, what happens if we actually get what it is we want? What happens if we actually succeed?

Number one, I think the first fear that comes up for a lot of guys is a fear of "I don't know what to do after that point so I'll screw up my success by having a failure after the success." That's what usually happens for a lot of guys when it comes to approaching women.



The other fear of success is “did I deserve that success.” It’s a fear that is grounded in their own sense of self-worth and self-esteem. Okay, so this one reaches back in time. The fear of success actually reaches back in time and what it does, this is how it works is it reverse sabotages you. How it does this is you will basically not succeed now so that you don’t fail again later. A lot of guys screw up their approaches with women, because later on they know they are not prepared for it and they are likely to fail there so why not fail upfront in a situation that I can control and I can then blame on her on some way. They actually do this. We do this. It sounds crazy, but we really do this sort of thing in our lives. We sabotage our success so that we don’t have to face our possible incompetence at some other skill later on.

You can succeed now if you are scared of what you are going to do with that success, or if you feel you don’t deserve it. So you can’t allow yourself to succeed now if you are just going to be afraid later on of what you are going to do after that. It comes down to self-esteem in a lot of ways, and so what we do is we screw up our current situation so that we don’t have to face a failure later on.

We can almost engineer this present failure in a way that it takes it off of our shoulders, so that it isn’t really our failure, “Oh, that chick. No, she wasn’t my type anyways. You know, I don’t like that kind of girl. She’s obviously like one of those hippie chicks who wear those hemp bracelets and you know probably some folks they often do them. I’m not into that right now.” Any number of excuses that come to mind



will make that present failure sound very palatable because it stops us from having to face a future failure. It's very hard to spot. I'm going to warn you about this one. It's a very tricky one.

This will fall into what I call a blind spot or a lacuna. You may have heard me use that term before in other programs. Lacuna, it's a term that means a blind spot in our awareness. In other words, we don't see something because our mind literally blocks it out. We don't see that we are afraid of failing with women later on because our mind can't allow that to happen. We can't have our self-perception that is based on "I'm potentially a failure. I'm potentially not as good as I think I am." No, we build up a self-image and then everything we think and do supports that self-image. We are forced to do this because it's a congruity that we have to have in ourselves. It's the way your minds are made up.

Nobody runs around thinking they are really total losers. They may suspect it on some level, but in order to function in day to day life, you've got to have a certain self-image that allows you to do it, and really that's what it comes down to. Do you see yourself as the kind of man who can and will succeed with the kind of woman that you want? Can you see that? Can you see yourself in that situation? Can you imagine yourself as that person? Because that's your self-perception, that's your self-image, and without that self-image, you will not allow yourself to succeed in that area. You will come up with excuses. You will come up with reasons why you don't want that success. You know it's something you really do.



Men do this all the time with money. They come up with rationalizations about why they are poor, and what really it comes down to in a lot of cases is just not spending so much damn money, but they will come up with any number of rationalizations to justify the situation they are in. It's a terrible thing that we do on our brains and it's something I want to make sure that all guys are aware of with these lacunas or these blind spots in their awareness.

So that's the fear of success, and believe me, it will and can haunt you for a long time until you take of it. So be careful about these two. I call them the twin evils of fear, fear of the unknown, sometimes the fear of failure because that's what it leads to eventually, and the fear of success. When you have fear on both sides of your coin and you are going to avoid flipping that coin at all, which means you are avoiding getting in the game, guess what's going to happen? That's right. You won't stand a chance at all.

All right, the fear of incompetence. Fear of the incompetence, this is the last one we are going to cover today before we go into the cautionary areas. Fear of the incompetence also reaches back into the fear of failure. If we don't know what to do, if we don't know how to handle ourselves, what are we really afraid of? We are not afraid of being incompetent. We are afraid of failing because we are incompetent. So the incompetence is not the issue, although it may seem that way. It's the failure that happens because of it.



All right, enough about fears. I don't want to dwell on the negative too much there, but what I'm going to cause you to be on is that you want to start with some peer support here when it comes to overcoming a lot of the fears that maybe stopping you from communicating with women sexually. Severe debilitating fears must be treated professionally, so while it's great to have friends that you can talk to and you can work on some of the stuff through, ultimately, severe debilitating fears of failure or any other ones that I have talked about here, the fear of intensity, the fear of failure, especially the fear of intensity because of the emotionality part too.

Those fears of being exposed or just being able to expose your own emotionality and feelings can be very, very crippling, so you have to be aware that you may need to talk to somebody professionally about those. And if you can't do it, you might not be able to do it alone, meaning that if you can't do it, you have to be willing to accept that you might not be able to do it on your own. If I can't for whatever reason get past my fear of emotions, well, I have to get somebody else involved in this or it's never going to happen. A lot of guys will go through their lives not realizing they might need a little bit of help.

I'm one of those people that talks about therapy in a rather negative ways, I have to admit, but for all the things I say I do realize there is a place for it. The relationship between therapist and patient is just not set up on the correct principles, which is what I'm always talking about. If a person is being paid to see you every week, what motivation do they have to stop you from seeing them? Because



that's what they are doing if they are trying to fix you and help you, they are trying to get you past your issues. They are really trying to get you to a point where they don't see you anymore and they don't make money off you anymore, so they counter each other. They go contradictory, so a little bit of caution there.

Identify, and this is a little exercise for you, I want you to identify your most pressing fear, and it can be any one of these. It maybe one that doesn't seem like it's related to one of these, but you may find that it is. It's like another fear that relates them back to the fear of failure or the fear of rejection. It typically comes back to these ones. There are not many fears that we fall back on, but there is a root fear for almost everything.

Identify your most pressing fear, whatever it may be. The fear of failure is not enough. You have to get specific about which failure you are avoiding most. We get very general. We don't really specify what failure it is that we are really afraid. When you walk up and try to talk to a woman, what is that actual fear of failure that you are afraid? Are you afraid that you are not going to be able to say the right words? Well, you don't have to say much of anything usually when you start talking to a woman. It's not that complicated, but we fall into that fear. But is that the real fear, or is it just a fear of her rejecting you because you won't say anything? That becomes the most paramount thing in our head.



But then the real fear of that rejection really roots itself in a fear of failure again because we fail with this woman yet again. In the big picture of things, this is another one of those failures that we have experienced with women. It's failing to get anywhere with the woman that we are interested in.

Do you see how these fears kind of build on each other and they almost interconnect? Being able to root them out and figuring them out like this is important, and the rational dialogue comes when you take a cognitive approach. This comes from cognitive therapy where you actually get into a rational dialogue with your fear, whatever it may be, and this is the best way to overcome any fear. As you get into this dialogue, you basically have a conversation with the fear that completely dilutes it.

For example, let's say I have a fear of elevators, and I think to myself, this is the dialogue that I have in my head, my cognitive rational dialogue, "Okay, I've got a fear of elevators. Where does this come from, and why do I have a fear of elevators? How many people have I ever known that have died in an elevator? None. Most elevators are certified for safety. You almost never hear about any accidents. People occasionally get trapped in them, but for short periods of time. It makes no sense. I mean, there is no sense in that fear whatsoever. Maybe it's a fear of falling from a great height. Maybe that's it. I'm contained in that box, or maybe it's just a little fear of being in an enclosed space. In either case, it will almost probably never happen



to me, so I have no reason to have that. I mean, there is no reason to have that fear.”

Do you see what I did there? I basically walked myself and talked myself through that particular fear and you basically destroy or bust it by being very cold and practical about it. Now, there will be an emotional part of it that will resist this, but if you have these dialogues or these rational dialogues over the fear that it's irrational, you will go a long way towards bringing yourself back under control and you will always have what I call a check or a stopgap that stops that fear from running crazy because there is nothing to stop it. You are looking to put up a cognitive boundary to stop that fear from taking over your life.

I'll give you an example the fear of success falls into this zone big time. If you just determined that you have this fear of actually getting the success that you want and you are seeing it yourself sabotaging, getting into a conversation with that particular fear will totally break it down and totally eliminate it. You just sit there and basically you can do this on paper. You write up a dialogue if you want. There is you, and then there is your fear, and you go back and forth with them.

This is the tool that has been used for years and years and years in cognitive therapy and different forms of therapy, and it works great because the thing is , again, they come out on paper that you would never have thought of in your own head because you are just too busy making it up into some nebulous fear that overpowers you



overwhelms you. It has no form. In your head, anything can be mammoth in proportion, but when it's on paper, it becomes real. It becomes almost pitiful when you look at it. You are like, "Oh, that's pathetic, dude. I can't believe I was afraid of succeeding with women because I didn't know what to do with them in bed. Well, Carlos' program takes care of that. I'm totally set." You will still have emotional threads of that fear lingering in you, but you will overcome it.

All right, so that's enough of the pitfalls. Now, let's get into actual sexual body language and signals, how they work. First of all, there is you and there is her. The two parts of the equation we can never ignore. There is you and there is here.

For you, your sexual body language and signals come down to things like, and this is the more appearance or visual-based stuff, status symbols. Status symbols can be your car. It can be the things you own. It can be the jewelry you wear. It's those things like that, but there is also a status that you communicate through your posture, through the way you carry yourself. When I communicate, I use my hands quite a bit. When I use my hands, it becomes a tool of not only explaining things, but at the same time emphasizing things.

In most status hierarchies, if you want to go back to primates, the apes or the chimpanzees or whatever that were more emotional will be looked down upon really because of they wouldn't deserve the status to be able to express like that, whereas the Alpha of the pack



well, he could do whatever he wants. He can have a temper tantrum. He could be screaming at the other ones and the Beta males in that group would all be like, “Yes, yes, sorry, sorry.” They are subdued. So the more expressed and animated you are, it is actually an indication of status.

There is clothing. It’s what you wear that actually signals a woman in a lot of ways in terms of your status and your sexuality. If you are willing to wear certain things like, I’m going to fall back on this because it’s the ultimate in geekdom here in the San Francisco and Silicon Valley area, these guys that wear polo shirts tucked into their jeans with their belt and they wear these goofy running shoes. Of course, they have a big PDA in like a holster. It becomes the modern gunslinger. They are able to whip out his BlackBerry or his iPhone in a heartbeat.

It’s kind of a joke in a lot of ways, but it’s also very real that guys don’t see themselves the way other people do. So you have to look at yourself in the mirror and see what kind of clothing you are wearing. Don’t fall victim to the geekdom trap of wearing that outfit I just told you. Get some image work done. This is something that comes up in almost every program I talk about. You cannot go wrong by just going to a store and asking a woman there to help or asking one of the female clerks to just point out some stuff that would look good. They love doing that. They love doing that. It gives you a perfect opportunity to flirt at the same time.



Competition, just like in the wild, you are in competition really with other guys, and you have to handle that not only in situation that I talked about being in the bar or any of the situations where there are guys, but even just dealing with imaginary competition and how you handle it psychologically.

Her, it's the same thing. She's got clothing. Her clothing is a signal of her status in a lot of ways and how she communicates her sexuality. Her flirtiness, her posture is going to indicate her openness to being approached. So if you are going down to these base levels of instinctual attraction, she is going to communicate her openness, willingness and readiness to be approached and talked to and being sexualized through the way she handles her body language, and she's looking for you to be able to pick up on that.

Her sexual bait, women put up the possibility of sex as a signal for you to pick up or miss entirely because a lot of guys do. The sexual bait is out there. She wants you to pick up on it to be attracted to her if she's putting it out there, and at the same time, she also pulls this thing I call the "come closer and go away." Come closer and go away is simply the push-pull that a woman does. The push-pulling that a woman does is the come closer and go away thing, and that's all about basically where she is trying to take control of the attraction dynamic through pushing away, pulling you in, "Come closer. Oh, no, no, no. Go away, go away, go away. Oh, come on, come on, come on."

And you'll know this when you've interacted with women like this. They are the ones that are fickled or less predictable. The less predictable they are the more you seem to dig them and want them. They drive you crazy, but you know you can ignore it for some reason and you still want her, that's her using that particular tactic to get attraction going.

Women can see predictive indicators. When we are talking about sexual communication, and before I get into specifics in sexual conversation and tone and humor, you have to understand that she can see predictive indicators. Again, these are things she sees before you even open your mouth. It's the way you behave, your manner of talking and what you wear, your overall status. These are predictive indicators that she can use to figure you out before you've said anything to her, so she's making....

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