



Alpha Sexual Power System

Volume 5

CONTENTS:

Sexual Communication - Part 5 to 9

Carlos Xuma's

R.E.A.L. GAME



Alpha Sexual Power System

Sexual Communication - 5

So she can pick out status in how you talk, how you move, your behaviors or posture, and all that stuff. So these are predictive indicators that tell her whether or not you are going to be successful in life, moving forward in life, capable of protecting her, giving her safety, capable of providing for her, capable of creating attraction long term for her. These are all things that women can actually pick out from seeing you. Okay, this is in the first few seconds before you've even said anything to her. It's an amazing amount of information and we have to be aware of that and control that initial point of contact. That's the part that mostly where sexual communication comes into play.

Keep in mind she's only looking for one or two types of guys. We've talked about this, the high risk, bad boy type and the low risk, provider type. The high risk, bad boy type is considered high risk because he's going to be trying to get his genetic imprint out there to every woman he can. He's out there having fun. He's not going to be locked down. He's more risky. He's the risky gene.



For the low-risk provider, well, he's a nice guy. He's going to stick around. He's not going to be unfaithful. He's going to be there for her. He's going to provide for her, although he may not ring all the same bells that the bad boy does for her.

But those two stereotypes or typologies of men are what she's looking for. There is a lot of denial about this out there, but it's actually scientific fact. It's been proven. So women will deny it. They will say, "No, I don't like that type. Uh-uh, that's not the kind of guy I like." But if you look back into her history, her sexual history, her dating history, you will see these guys peppered in. And if not, like the big stereotypes where they are extreme, you will see a flavor of them and their behavior that falls into these categories.

Another one is a nice guy, looking guy. It's a nice guy who just looks like a nice guy, but he could have these little edges of bad boy in them. That was my gig for a long time. I looked like a nice guy and that's how I got under the radar, but I had these little edges, these little barbs of bad boy that got me, well, a lot further than most other guys got. This is not something that a woman wants to admit. It is scientific fact, but it's not something a woman wants to admit.

There is a great book that I highly recommend every guy read. It's called *Women's Infidelity*. It's available online. I did an interview with the author, Michelle Langley, in my *Alpha Lifestyle Coaching*.



I'm pretty sure it's available only online. There are actually two books. There is the first book and there is a second book. I consider them a must-read because in it she goes through this little known behavior of women, and that is their level of infidelity and how often women actually do cheat and why they cheat, and what the motivation is and how they handle it. Because there is, and she talks about this, a little bit of a code of omertà.

Do you know what that is? Omertà is the code of silence in the Mafia. It's the "we don't talk about it, it doesn't exist, it's our little thing," with the whole Mafioso thing. Well, that omertà or that code of silence where you don't talk about it, it's with women too, and it's all built around their level of infidelity, how much women cheat, how often women do this, and how they bend the rules to suit themselves. Because a woman will redefine reality to suit her, she will literally change reality to make it work for her. She holds up an apple and looks at you and goes, "This is not an apple. This is a pear." And you will be like, "What? Dude, that's bullshit. That's an apple." And know that she can totally redefine it, as irrational as it may seem, but to make sense in her equation.

This goes back to things like redefining her number, the number of guys she slept with. She changes that number based on arbitrary rules that she decides either in the moment or after the fact. It can be the rationalization of why it is she's cheating or how if she's even cheating. It happens in many different areas, and women have kind



of this code of silence around it and they are so much better at it than we are as guys. That's why I think they can get away with it is because they can do this on a much deeper level.

There is the line that I heard in a movie that's a woman's heart is a deep ocean of secrets, and it's true. Women keep deep, deep secrets. Guys will reveal everything to a woman. Trust me. Whenever you think you are getting a deep secret from a woman, you aren't getting the half of it. Eddie Murphy said it the best. He said, "If you have too much of a skeletons in a closet. Women have a whole graveyard in their closet." There is a lot going on beneath the surface that you are not aware of, and she will literally redefine reality to suit her needs. Reality can change around her, and this is the most frustrating thing for guys, it's dealing with that kind of behavior and that irrationality.

But you know what it's worth and you know the reason why underneath it, you will stop going head to head against the what. Guys will sit there and battle over the whole apple being a pear thing. He'll look at her and go, "No, no, no. It's an apple. Let me prove it to you," when that's not the issue. You should be wondering why the hell she just tried to redefining an apple as a pear. That's the important part, but guys get caught up in the wrong level of argumentation and that's where they get trapped.



All right, enough of that stuff, but again this is an important part of understanding women and how the body language and signals part of that works together. How they pick up on things and how we pick up on things are very similar in a lot of ways. We are very visually oriented. She can tell a lot just from taking in your initial vibe just as you approach.

All right, in the next section here, we are going to go into sexual conversation and tone, and this is going to be pretty extensive in terms of how communicate sexually with women. This is a pretty broad topic here. Keep in mind that when we are talking about sexual conversation and making things sexual with women, and I'm going to show you how to do that here, words are not sexually exciting. There is nothing sexually exciting about words in themselves. It doesn't really excite women.

Emotions are what are necessary to make and sexualize conversation. Emotions are the critical component. This is why a lot of guys fail because they have that block on their emotions. It's like a throttle inhibitor. It keeps them from putting out too much emotions. You should always control your emotions, but you always have the ability to let go of the leash and let them out.

If you don't push the limits, you will never going to know just how far you can go. Really, that's the truth there. You do have to be willing to



push your emotions out or even just to let them fly free. As I said before, break a few eggs to make an omelet, or embracing your shadow. Your shadow is that part of your personality that people don't want to admit is there. It's the dark side. It's the evil twin. Well, that shadow is there, and that shadow is usually in control of some of your darkest emotions. Those emotions are necessary, both dark and light, to be able to sexualize conversation. Can you let those out? Ask yourself that question, can you let emotions out on a controlled basis to get the effect that you need to achieve.

Because openers are simply words. When it comes right down to it, guys are very focused on the thing, the words, the technique, and it has nothing to do with it. Openers are just words. You can open with anything, and we've proven that time and time again, but our guys are always wanting to know the new best, cool opener. Basically, openers are just stand-ins or fill-ins for where they should be injecting their own emotions. Words are not emotional, but the intent and the delivery that you carry them with is. Keep that in mind. Words are emotional, but the intent and the delivery are the energy and the sexuality and the emotionality that you need to have.

Your conversation should be 90% attitude and sexuality. This is how you do it. You do it through joking and teasing. Humor, it gives you some edge and some tension to you, so make sure you inject that in there. Put it in no matter how you have to get it. I cover humor in my *Alpha Conversation and Persuasion*. I cover humor in my *How To*



Talk to Women Program. Needless to say, it's not difficult to do if you just take in a few simple tricks of the trade. You don't have to be funny guy.

More of the attitude and sexuality, you need to add comes through busting balls. If you don't know how to bust a woman's balls, again I talk about that in those programs. It's basically where you put something out there. It kind of dead pan and then you tell her, "Dude, I was totally kidding. I was totally busting your balls, like I was trying to see if you would fall for it, and when you did I let the joke out of the bag."

I told you I had this friend. He was this Irish guy. He's really good at this. He would just invent stuff off the top of his head and see if he could get us to believe it, like one day we were in the office, and he's like, "Dude, do you know they are going to build like a skywalk between these two buildings?" I'm like, "Dude, no way." He's like, "No, I was just kidding, but it sounded like a good idea." He would do that stuff and you've got to mess with people. That's where you get a lot of sexualized conversation.

Strong eye contact where you can just like really make focused, intense contact, and then you break it off. Don't stay there with your Manson lamps on, as I like to say.



Playful attitude is part of your attitude and sexuality. Being playful and goofy, calling her on her shit is really important here because you are showing that you are not going to fall victim to supplication. You are not going to be one of those guys that just basically goes along with things or tries to make her like you all the time.

These are the important ways that you should be injecting attitude and sexuality in conversations. Attraction will not start if you approach with the bland guy, the boring guys. Guys do this all the time, and like I say here, don't give me that shit about, "But Carlos, it's not me. This is who I really am." No, it's not. You are full of shit if you say that. Who you really are is who you define yourself at any given moment, and trust me, you are not the bland guy. You are choosing the bland persona because that's what feels safe for you, what feels easy to get into the conversation with.

You know what, you can come in from that angle if it gets you to at least approaching women, but once you get to the point where you are actually approaching women, you need to lose that fear of approaching women and start going in with a much more severe angle. Most guys go in like if a woman's energy is here, their angle is sort of kind of converging with theirs, and after a while you will learn that you have to go in eventually almost at a right angle on that and get in on it quick. It has a much more dramatic effect and response with women, so drop the bland guy crap. It doesn't work and it's also inhibiting you on many, many different levels.



Emotional control, what is emotional really about? Well, if you start feeling that warmth and intimacy, you don't want to lose it. You don't want to lose that feeling. This is something that every guy goes through. You have a part of you that doesn't want to lose the connection with a woman, and sometimes this is a test you will get from women.

The break point will come where it's going to seem so right with a woman to reveal your feelings. Basically what I'm saying in this section is, and I am going to back up here totally, I want you under emotional control. You need to control your emotions because all guys seem to lose it at some point and they fall on this path of revealing everything they feel about a woman, and, "Oh, she's so wonderful."

If you start to feel that warmth and intimacy, you don't want to lose that feeling, but don't lose it, as in don't lose your head, don't lose your cool, and don't lose your sense of calm and start telling her everything you feel. It doesn't work this way. It doesn't work to attract a woman. Sometimes, this is a test. A woman will nurture this and see if you could stand it, and then you will eventually reveal everything of how you feel about her and totally blow yourself out of the water, and she will be like, "Oh, I knew it. He was one of those guys that couldn't control himself."



There will come a breakpoint where it will seem so right to tell her all these things. It will come down to, “Oh, I really feel like we have a connection. I think we could fall in love. I’m so afraid of losing you. You are everything I’ve been looking for.” These are some of the key phrases you look for in what you are saying that’s telling you, “You know what, dude, you are going down the wussy path fast.” These little things that come out of your mouth need to stop right away.

Before you start saying things like, “Oh, Carlos, you are not. You are just unromantic.” No, it has nothing to do with that. Romantic is not what we are talking about here. What we are talking about is maintaining enough control, so that you don’t lose your shit with a woman and blow yourself out of the water. Because your brain is going to try to explain all these things you are saying as being romantic, that should be doing this, “Oh, but forget all that pickup stuff or those things that those gurus teach. I know in my heart she’s the one.” Tell me how many times you’ve been screwed out of the situation like that because I’ve done the same thing where I get to a certain point and then I throw all the learning and teaching aside and I just go in full bar wearing my heart on my sleeve, and I get trashed as a repayment for that.

Your brain is going to try and tell you that it is romantic. It’s not. Guys seem to have this need to unburden themselves in a warm female presence. When they are around a woman that makes



feel safe, they start to lose it and they start to get all feminine and gooshey on them. Don't do it, at least until a few months into the relationship.

When you have a relationship established, then you can start to let down a few more of the barriers and reveal more. That's the natural course of progression. It's unnatural to tell and unload everything upfront. It freaks us out. Don't think for one second that you are going to somehow manage to break all the rules and get away with it and she's going to simply love you for it. It doesn't happen the way you expect.

She will make it seem acceptable and desirable for you to open up, to open up to her and tell her whatever it is that's going on in your heart. Again, don't do it, dude. She's going to actually test you by trying to create this nice, little, safe zone, "Oh, tell me. What are you thinking? Oh, what are you thinking?" That's the ultimate spell of doom for most guys is when a woman asks why are you thinking. I love the response that Al gave on *Married with Children* when Peg asked him. He said, "Peg, if I wanted you to know it, I would be saying it and not thinking it."

You do eventually open up. Okay, I'm not trying to be a hard case here on this, but you know you have to keep some restraint and you know when you are letting it out, and it feels like such as relief to you,



but then you realize, “Oh shit, I think I messed up.” This is not about emotional disconnection. Emotional control is actually a survival cue for her. She’s looking at you and seeing if you can keep your emotions under control because if you can’t do that, you are probably not going to be able to protect her the way she needs you to. She needs you to be steadfast and strong. Even when things are going bad and wrong, she needs you to be the one with the head standing on straight.

I had this girlfriend. She was my chick from a while back and I think I brought her up in another conversation before. We were out bike riding, and we were out with a friend of ours, her son, so it was three of us, me and my girlfriend and her friend’s son and the son was kind of weaving around and being reckless on his bike and he got tangled in her bike and she got thrown from her bike and she landed on her hands and got gravel on her hands.

So we had to get her back to my house, my apartment, and wash her hands out with all the gravel. Well, she’s basically telling me, “Stop, stop. I can’t believe you are doing this. No, don’t do this. Don’t do this. What’s wrong with you? How can you do that?” She’s like basically complaining about everything to the contrary. She’s basically telling me I’m a heartless, unsympathetic bastard for doing this, and what I’m doing is I’m cleaning her hands because she had to get that gravel out of her hands. She had to get her hands cleaned up, and she’s sitting there looking at me going, “How can you do this to



me. I can't believe this." And she's saying everything to me that was negative and contrary to this one thing.

She was basically telling me I needed to be a wimp and let her sit there and not help her. But everything she was saying was going against. It was just unbelievable. I remember hearing her thinking loud. I'm glad I'm not listening to her because if I did, "I would just let sit there and let those things get infected, and then what would you do?" And she had this mouth on her too, which really I'm having flashbacks even as we talk about this. Remember, you need to be the one that steadfast and strong, even when she is not, especially when she's not. Emotional control, that's what it's all about.

Abundance, let's talk about abundance briefly. Never communicate scarcity in your attitude. Very clearly put, never communicate scarcity in your attitude, meaning that you never communicate that you feel like this is the last one. That's there is only so much to go around and you are afraid that you are not going to get your piece of the pie.

How do you lose that stink of need? It's a big question, isn't it? It's a good question. How do you get rid of that need if you have it because some guys are simply in a state of low scarcity, I guess you would you call it, but low abundance. There is no abundance in their life. There is just scarcity. That's all they are. Everything is scarce for them.



They don't get sex, so they feel like there is no sex for them. They don't get women, so there are no women for them. All of this stuff rolls up into one big ball of they are scarce.

So how do you get rid of that? How do you lose that stink of need if you have it? Well, there are steps and intermediary ways of getting from feeling like you have nothing and no one and no control under that stuff. You gain a little bit of emotional control first and foremost because that's the first thing you need to put in place, and then you find substitutes for the thing that you are most desiring. You can rationally break it down in your head. So, let's face it, if we are not getting any, it's obviously in your head. It's obviously something is going to be messing with your attitude, so you have to find ways of countering it.

It's funny I talked to this nurse in a hospital once and she was talking about her son who she was worried would never get a girl and she said she basically had to hire a prostitute to get him played, so that he wouldn't have this constant stink of need. And I was like, "Whoa," that's pretty intense. It's very extreme. It's not something I would necessarily think of. It would definitely be a last resort, but she definitely took matters into her own hand.

So how do you get rid of that stink of need? It becomes a very big question for the abundance question. If you don't have a sense of



abundance, you must create it, and you create it, first of all, by establishing some emotional control, and second of all, finding substitutes so that you can start to dilute your feelings of scarcity so you are not running around with this needy person, this needy persona that is always your front running image that you are always projecting to the world.

All right, when we come back, I'm going to talk more about the tiger's mouth and how this works. I've talked about this in the past, but it's definitely valid here in sexual conversation and tone. We are going to talk about everything from the kinds of women to the progression, auditory signals, how to reverse expectations using pauses, the don'ts in sexual communication, and we will even go into some sexual humor, which is really I consider to be the essence of sexual communication and getting a woman really turned on for you. So come on back for the next section.

Sexual Communication - 6

All right, so we are continuing with the tiger's mouth principle. I want to talk about this in various aspects, and one of them being the maintenance of this attitude basically for your own self-concept, your own self-confidence, but this is also very important concept when you are trying to create sexual attraction with women in your conversation.



I'll give you a little background on the tiger's mouth principle. As a martial arts instructor you have to teach kids, and teaching kids means you've got to get some respect in the classroom because if you don't, you are going to be one of those teachers that they run all over. So to get their respect, you have to basically present an attitude, present a tonality and kind of a mannerism about you that tells the kids that, "Look, you know what, you are basically putting your head in the tiger's mouth. When you are working with me or when you are in my class, you are basically with a tiger holding the jaws over and putting your head in and going, 'Okay, please don't bite down. Please don't it.'" And they are showing some respect for what could potentially happen.

Well, that tiger's mouth principle also extends itself in conversations with women, that you have the potential to bite down where there is that edge to you that you could be, "Hey." You've got a little edge. There is something possible there, but you are not going to pull it out. You are not going to leverage it too frequently, but there is a sense there, and you have the control not to bite down. You could bite down, but you are not going to, and by bite down, I mean snap at them or just cut things off and be very terse.

It's a connection with a kind of primal and animal part of your masculinity. Every man needs to have this. Again, it's not violence against other people. It's not what it's about. It's a connection to that potential animal part of your personality. Every man has this, yet so few men will ever admit to it or truly take ownership of it. Inst



what they do they do? They deny it. They push it down. They push it down deep inside them.

What happens is they end up with a personality. You can tell they basically drown their potential, drown their power and push it and hidden it away somewhere inside and you know it's in there lurking, and the scary thing is that it will only come out in a very freakishly, unhealthy way and that's the thing that women can sense. They can sense when the guy is going to have that really unhealthy explosion of anger and potential, and those are the guys that they really fear. So you've got to get this anger, this sense of masculine power under control because it's real. It's natural for men and we have to have it.

It's like having a dog on a leash in a lot of ways. It's like having this dog called anger and potential to be growling, and he's on a leash and he's occasionally growling, but you hold him back and the dog just starts going grrr. He's got that growling, he's ready to go type thing. He's a pit bull ready to fight if he has to, but he'll stay calm for the moment. Well, that's exactly how you handle that part of that emotionality of you. It's a dog on the leash and you choose whether or not to just let it go and attack.

Again, this sounds like very violent imagery and very emotional imagery, and I don't want you to get the wrong impression. I want you understand that it's really about this potential, not the actuality, but sometimes it's the potential. As long as they sense it, it's enough. It also reflects your ability to occasionally let that anger go and



angry. It's okay to be angry. Stop being afraid of being angry. This is something that again feminist society has drilled into us or basically try to squash about men is our anger because we are afraid of appearing too violent. Well, as long as you don't take that violence or anger out physically, you are fine.

Staying in emotional control, especially with other guys. You really have to be able to do this. This is probably one of the critical components of being an Alpha man. It's staying in emotional control at all times. It doesn't matter how many buttons somebody pushes, it doesn't matter what they call your mother and it doesn't matter what they say about the size of your dick, you stay in emotional control. It's something you have to do.

It's especially true with other guys because guys would kind of push your buttons more than anything. Do you think women do? No, most guys know that one of the best things they can do to basically AMOG you or Alpha you out of a situation is to push those buttons and get you to behave outside of your control realm, outside of that sphere of control that you have.

There is another principle related to the tiger's mouth and it's called the tiger in the bamboo. It's the martial arts basically equivalent of what I'm talking about here as far as emotional control and what it is that we have this hand salutation in the martial arts are all different. Some have this. Some have this. Some have this. There are all kinds.



Some have just a bow with your hands at your side for more traditional Japanese ones.

The one that I practice which is Kempo, we have this one where you cover your hand like this, and there is a symbolism here. This is the tiger. This is the power. This is the anger, the fury, the potential violence, and this is what we call the bamboo or the restriction or the thing that holds back that tiger. It's also the concept of you are looking at the bamboo forest and you know there is a tiger lurking in there and his eyes peek out occasionally, but you can't quite ever tell where he is, but you know he is in there and you respect that zone for the potential that it has for the tiger coming out and attacking with the tiger being seen through the bamboo. Tiger with the bamboo holding it back. I hope I've drilled that analogy to excess there.

The martial arts equivalent of emotional control is that tiger in the bamboo. She senses that there is this power and energy about you. She respects that. Now, beware of being overly analytical, being ruled too much with your logical mind. This is the kind of problem that guys have. We occasionally go too far to the spectrum of over controlling, overly analytical, overly restricting ourselves. I know this is going to sound like I'm flip flopping back and forth, but I'm not. I'm talking about two extremes of the same spectrum and you are shooting for the middle where there is balance and not just staying in the middle, but knowing when to go to each extreme so that you can fully leverage that entire zone of anger control, emotionality control.



So again, be aware of being overly analytical. Think about it this way, Vulcans were never sexy to women. I mean, there were a couple episodes where they kind of forced it out there, but let's face it. The reason that they were sexy to women, the Vulcans, was because they were holding back their emotions and she knew if she could just change him and bring out his emotions because he's half human.

Kirk was the one that was sexy to women, not Spock. There is a reason why. It's because Kirk had that emotionality about his. He had the potential to get angry. I love that one episode. I think it's called *Helen of Troy* or something where they are escorting this woman on this mission to somewhere and she's just a total brat, and what does Kirk do? Kirk just totally lays down the law. This is a classic example, by the way, of how an Alpha man should be with a woman that acts and behaves this way.

Now, Spock had kind of the perfect blend in a lot of ways because he had the emotional human side and he had the logical Vulcan side and he had the ability to kind of control it, but the problem was that he stayed most of the time in that logical controlled zone. He let it out occasionally, but it was kind of creepy and scary when he did. But again, I'm just using *Star Trek*. I love using *Star Trek* as an example because who knew that you could learn so much from *Star Trek*. With Spock, I'm telling you, you can learn so much from it. Anyway, that's enough of my William Shatner impression.



Just be aware that being overly analytical, too logical, too analytical will count against you in the grand scheme of things because you do need to eventually shift back and let the pendulum swing between the extremes. You want to have to hang out in the middle in the zone, the balance zone, but your pendulum still has to swing. You have to be able to feel and experience the extremes.

That's the tiger's mouth principle. Now, we are talking about sexual conversation and tone, and the next thing that we are going to talk about it is if she's really into you. If she's really into you, she will act. This is an important concept, too, and a lot of guys will refuse this in their brain and will think that they can somehow push a woman into wanting them. That if only they could unleash this desire, but somehow she's holding it back in. She's holding her own emotions in. She's keeping herself from feeling for him. That's not true at all. She will act. Women don't have that kind of emotional self-control.

Do you think men don't? Women don't either. She will act if she's really into you. She will do it. She always has the veto power. Remember this about sex, women always have the veto power, but they only exercise that veto power saying no to sex in order to test you or to keep things on a pace that's under their control.

Let me say that again, women typically only exercise that veto power of saying no to sex when it's to test you, to see how you are going to react to it, what are you going to do, what it's going to tell her about you by testing you and to pace things, to set the right pace.



doesn't want it to go too fast because if it goes at your speed, she's out of control. She loses her power. If it goes at her speed, no matter what that speed maybe, it's under her control and that's all she has to feel.

If you let her rational mind decide or you present a decision to a woman's rational side of her mind, it's going to be a no. Keep that in mind. If you let her rational mind decide something, if you put it up into her rational, logical and highest part of her brain for a decision, she's going to say no. That's why you don't present these things. You don't say, "You know, I really like you. We've been together for several weeks now and I'm really starting to feel this. Are you? Okay, good. Well, do you know what? I think you should stay over tonight. Yeah, you can sleep over. We will probably have sexual intercourse, too, but that's okay because I have protection and we are covered there."

Do you see how this is one of those logical discussions? This is a Spock discussion about sex, not a Kirk discussion about sex. Kirk wouldn't talk about it. Kirk would go forward and see how far it could go. Your job is simply not to get in her way. Your job as a man in the whole conversation and tone of sexuality in your communication with women is to not get in her way, to not give her a reason to set up those obstacles, those blockades or shields. It's very simple. Just don't present those obstacles and don't bring them up in her mind. Don't go into the logical mind. Don't go into the house. Don't do it.



Basically, there are two kinds of women. These are the basic breakdown of, if you want, a really typology of women and make it really super, stupid simple. It's left brain and right brain women. This is the logical Lucy and the passionate Patty. These are my name for them.

Logical Lucy is the left brain girl. To engage her, you start of by being intellectual with her and appreciating that part of her because it's something she's worked on really hard to develop her smarts, her intelligence, her IQ. Let it appear as though she's got a unique hold on you. So when you are working with a logical Lucy, I want you to let it appear as though she's got a unique kind of grip on you. It's something you've never experienced before because she's so different because this kind of intellectual girl thinks of herself as being very different from other girls.

Chances are she might have been, not ostracized, but she is probably looked at something of, not a freak, but that smart girl that the other girls couldn't relate to. This girl might not even have really exceptional social skills, believe it or not. This actually does happen with women. What you will do is you will progress from intellectual to emotional fairly quickly. You are going to go from her intellectual mind to her emotional experience as quickly as you can. You are going to dig from whatever it is she experiences in her brainy thinking part and you are going to connect it to emotions and feelings as soon as possible.



Now, what that this takes is this is the weird little yin-yang of the situation. The guys that do the best with these left brain and logical Lucys are the guys that are already very passionate or already very emotional and very in touch with their emotions because they know how to go there. They know how to go there. They know how to connect from logic to emotion really quick because they've done it in their own head, and now, they are also experiencing that emotion and they can go there really fast.

If you are a logical dude, if you are a logical Larry, you are going to find that you too will probably hit it off on that intellectual level, but you won't be able to carry it from the intellectual to the emotional very quickly, because this is a process of liberating her. This intellectual girl is actually a real horndog. She's a girl who was furtively masturbating when she was seven or eight years old and she was just going through puberty early and she's brainy, but at the same time, she has that sexuality about her, and this is a process of liberating that girl from her own restraints, her own intellectual thinking. Or if you can get in touch with it, you can carry her. It's basically you are like whisking her off of her feet and taking her from the logical outside world into the bedroom of her emotionality. That's very poetic. Do you get it?

All right, that's the process for a left brain and logical Lucy, and typically the guys that are most successful with them are the guys that would correspond to the male version of the passionate Patty, which is what we are going to cover here next. By the way, left brain is the



logical, more rational side of her brain. They have kind of figured this out a little bit that this is the side of your brain that basically keeps the rest of your brain in check in a lot of ways. It's an oversimplification to say that your left brain is logical, but it's a very close approximation.

Now, right brain, the right brain is the passionate Patty. Right brain is the emotional side of your brain. You are going to run into this kind of chick where she is a lot more emotional and to engage her, you have to start out by engaging her emotions. You've got to get her emotions involved in stuff and even the logical Larrys out there can do that.

Let's see, what is the male equivalent of the passionate Patty? It's the passionate Pete. So to engage the passionate Patty, the feminine, emotional girl, you've got to start up by engaging her emotions. Now, occasional resistance will keep you from being overly controlled or seeming like you are supplicating because a lot of guys will go into this with the emotional edge that makes them seem like they are being overly controlled by their emotions, and that can seem a little bit odd and a little bit off putting to a woman. If she's a man that's too in touch with his emotions or rides his emotions too much, it's going to come across as though he's being the wrong kind of guy because we do have to have our emotions under control.

So occasional resistance where you find you have to present yourself as resisting yourself where you are like, "Whoa, man, you are



passionate. I love that about you. That's mean you are on fire. I've got to keep myself under control because you really bring that out in me."

Give her emotions a logical rational structure that makes them seem reasonable. This is one of the desires that this passionate Patty wants because in a lot of ways, what she's doing is she's running around with this worry, this fear in her head that her emotions are running her life and she's too emotional. She's out of control. She loves the experience, but at the same time, she feels a little reckless about it. So if you can give her an intellectual understanding of her emotions.

Give her emotions a logical and rational structure like the reasons she's behaving so excited and passionate about this is because it connects with the very deep part of her. It's where her skills lie. It's where she feels a certain amount of flow when she gets into that area. She's going to look at you and go, "Yeah, that's it. Wow, thank you." You are going to give her understanding and validation of her emotionality.

It's very important that reasonable spin you can put on her emotional nature. It's a process of accepting her. Back on the logical Lucy, it was a process of liberating her because she feels like her intellectual side is probably over controlling her emotions. For passionate Patty, it's a process of accepting what she seems to be like, "Oh." I mean both of them need acceptance, but in this case, what we are doing is giving her understanding about herself and giving her acceptance.



about that. That's what the understanding gives her. It's like, "Oh, I understand the way I am. I can understand and accept that now."

So if you want a very simple typology breakdown, that's one of the ways you can take that with conversations with women. It's the easiest because you are going to find that it's the fastest thing you can figure out about a person. Are they left brain and logical, very hmm, or are they the right brain, wild and passionate girl who is always talking and she's exuberant and she's very extroverted and flamboyant and outgoing. Those are two things you can figure out really quickly about a woman and immediately start to attack with some strategy. I always sound like I'm talking about war, isn't it?

The progression, what is the progression? Let's start with logic, to emotions, to the physical body. This is the simple progression of how you communicate sexually with women is you start on a logical level or seemingly rational level where you talk about things, where you talk about stuff, where you talk about events, then you have to go into what I call the deep dive. You start digging into what are the emotions about that thing. Once you can get from logic to emotions, it's a much faster trip to go from emotions to the physical, which is her body.

Your emotions have a physical connection. I don't know if you've ever noticed this, but if you feel or experience certain emotions, you actually experience them as a state within your body like fear, for example, can sometimes be felt as a hot or hollow sensation in the



middle of your stomach. Nervousness, it feels where, in the knees because your knees and legs start to feel weak. Isn't it weird how these emotions do this? They have different places in your body that it will attack. Stress and certain anxieties will go into your neck because you start to tense up.

We all have different ways, slightly different ways of doing it, but we have very common ways of feeling different emotions in our body. It's a very close connection whereas if I talk about the speed zero to 60 of a Lamborghini, there is no physical sensation accompanying that other than what you imagine it would be like to go from zero to 60 in a Lamborghini perhaps if you begin to see, but you know what I mean. The facts don't really stimulate that kind of connection, but emotions do.

Emotions trigger body sensations. So remember that the progression is you want to work as fast as you can to go from logic to emotions to physical experience. This is how you get sexual with women very quickly. It is knowing this chain, from logic to emotions to physical body. Memorize that and remember that when you are in conversation with a woman.

Above all, don't care about the words you are saying so much as are you going from logic and pushing into what those emotions are for her and then going from the emotions into the physical body, how that feels being able to bring that out physically with her.



Remember that logic does not connect to her body. It's just what I said a moment ago, facts are not going to connect to her body. Logic is never a turn on. Spock didn't really get women hot, except for the fact that he could play the ultimate form of hard to get. She wanted to be the rescuer and bring out that emotionality in Spock, but other than that, Vulcans were cold and unattractive, not to mention these wicked eyebrows, man. They were evil looking.

So remember, logic does not connect to her physical body, but emotions do. Emotions go straight to the physical part of us and that's how you have to progress. So if you try and skip this, if you try and appeal to her logical side and logic, logic, logic and rational, rational, rational and talk about things and the smart things we are talking about and then trying to make this big jump right into physical body is going to be a disconnect and you are going to lose her if you don't go into the emotional states. This is where you've got to learn some competency, some emotional intelligence.

Auditory, don't ignore the ears. This is what I call aural sex. Women are very, highly, super turned on by language. This is part of their natural makeup. This is the way their brains are actually created. They are turned on by the language, which then in turn creates and stimulates the fantasy and emotional engagement in the rest of her brain. So recognize that the gateway to a woman's heart and soul and bedroom really is not through her eyes, but it's through her ears effectively using sexual language with women.



Now, she's also going to have a pattern and what you are going to do is identify with this pattern. This is part of the process. We use basically the typologies that I've talked about, not just the emotional logical one, but the other ones that I talked about in the section on sexual psychology.

Her pattern, what pattern I'm talking about here? This is a set of stimulus and stimuli to get her turned on. She has a certain pattern. Every woman has this pattern. It's like a combination lock. It could be a fantasy. It could be domination. It could be whatever. It could be where you start with telling her a story or you get her to talk about something from her childhood and then you connect that to her emotions and then you take the emotions into her body. There is always a certain pattern about how you do this. The generic pattern is logic to emotions to physical. The one for her, the specific one, the one that's very unique to her, you are going to have to figure out.

Now, again, there are different equations. There are different combinations to this lock. Again, it could be the fantasy domination. It could be the fantasy submissiveness. It could be any number of things. But to find out her pattern, I'm going to give you a couple of techniques here.

First of all, start by isolating a sexual event or a turn on in her life. This is when you are in a comfortable part of the conversation where you can go into this subject. Find out about a sexual event that she has had in her past. You can also do it with looking at what her turn



ons are. Find out what it is that turns her on. This is when you are in a very good conversation, in a very comfortable conversation and the topic flows nicely. Again, you should be going into sexual topics eventually in the conversation as quickly as you can without appearing that you are going there very quickly. It should always appear and feel natural to both of you.

Another thing you do is reverse engineer the situation, the sexual event, to what created it basically. Actually, these two go together, my bad. Start by isolating the sexual event or turn-on, but then reverse engineer that event to find out what created it. What you can do is you can talk about like this. Here is an example, start with a crazy sex situation. A crazy sex situation is a time when she went a little bit crazy and got a little freaky with a guy.

You want to look for one thing very important here. It's the speed with which it happened, how it went up fast sexual event in her life. So you can frame it that way to say, "So okay, I was talking to my friend the other day and we are talking about like the craziest like weird little sex things that we had happened to us where were like just unbelievably felt like you just totally go with that person, just go with it." Use those words, "Go with it." Then you can bridge in too with her, but actually give yours first because you always want to lead by example where you want to talk about yours, and as long as the conversation is comfortable about this time, that's okay, and you kind of lead with it.



Watch her reactions. If she starts to close up or get cold or cross her arms or start to pull back and cover her mouth or get cold in ways, you've got to watch for those signals. But if it's comfortable, go there. Start with a crazy sex situation and then just say, "Okay, so what's yours? I mean, I'm sure you probably had one in your life. You don't have to be too vivid, but what was it that happened?" And have her tell you the story.

What you are going to do is basically it's going to reverse engineer and you want to go back and find out what created that. You can say, "Okay, enough about the sex part." And you do, you want to stay away from the vividness of the sex thing. You want to step back and find out what led up to that moment in that event, because it's going to tell you about what her pattern is with certain guys, and not just the crazy one, because it's going to seem like an isolated case, but chances are it's probably not. She doesn't want to admit, but whatever that crazy sex situation was, that is her key because that unlocked the door fastest for her. Otherwise, why would she have gone so quickly? Think about it.

Or here is another option, find out about the first time she had sex and how it happened and why it happened the way it did, because something have to leer up to the point where she decided, "Okay, this is the first time I'm going to have it." It's usually either a conscious decision on a woman's part to just finally get it over with or something happened where it's just happened. Basically, it was like a bullet train. It pulls her right though to the event.



Here is another option, which is going in indirectly by finding out what it is that makes her feel most safe. Use these words, “What is it that makes you feel most safe? And what is it that you makes you feel most open around other people, open and trusting?” Because those same factors are going to tell you a lot about her pattern, her style, her particular blueprint for sexuality.

All right, so remember, women do have a pattern and it’s up to you to isolate it. I can give you any number of techniques here, but it’s up to you to be looking for the clues. That’s really the work here that needs to be done. You are just watching for things that tell you the answer and you can use techniques like I just gave you to try and elicit or bring out that pattern, but ultimately, you’ve got to spot it. Is she one of the types? Is she more of the logical Lucy?

The funny thing is with those logical chicks is they seem to really like to be, I don’t want to say freakier, but occasionally they can be freakier. Sometimes they really do like the extreme submissive or dominant role. They just like to play it. It’s hard to explain, but you will find these patterns yourself and you will notice them and you will understand where this one is probably coming from. All right, so don’t ignore the ears. That’s exactly what I want to get across you in the auditory section.

All right, reverse expectations. Reversing expectation is based on the premise that one of the best ways to get sex is to deny it or refuse it.



Trust me on this one. It really, really works. The result is that it's obviously obvious reverse psychology, and I'm going to show you what I do in typical conversations to deny the sex or to refuse the sex.

Now, there are some things you can say. Obviously, every guy is going to have his own phrasing for it, but it works like a champ. It's one of most underutilized of all techniques, primarily because most guys are dealing with the duality in her head. They know that on one level, they really do want the sex, so they never come across as being very convincing when they say or try and refuse the sex, and most women will challenge you on it. So when they get challenged on it, they seem even more incongruous with what they are saying. They don't seem like they are really meaning it. It doesn't come from a place of belief.

So let me give you some of those phrases. Some of the things I will do is I'll joke with her around, let's say, at the end of the night if it involves coming back to my place, I'll say, "Okay, you can come over, but no, we are not having sex. Do you understand? No, really, I'm serious. We are not having sex and I don't want you to like do that weird thing that chicks do or like yeah, you are outside or you are all nice Miss Prim and Proper and the second we get into my house, you are going to jump my bones. We can't have that. I can't have that happen."

I will say it like that, and there is almost a thread of wink-wink, nudge-nudge to it, but there is also a very real seriousness to it that



kind of like, “No, it’s not going to happen.” What am I doing? I’m throwing down the gauntlet. I’m throwing down the gloves and saying, “I challenge you. Go ahead, try and get sex out of me.” Women love that.

Okay, here is another one, “You can come in for a minute, but you’ve got to keep your dick in your pants.” That one is really good because the girls are like, “What? I don’t have a dick.” “You know what I mean. You can kiss me anywhere, but don’t touch Jasper.” And this could be at any point in the conversation where we are getting kind of heated and we are touching or we are kissing and whatnot, and she’ll even go, “Jasper? Who is Jasper? Oh.” It’s like every guy names it as Willie. So that’s another little joke, but each one of them is meant to do the obvious. Obviously, the obvious reverse psychology is the obvious trick that we do, but it works.

Reverse psychology works. Denying something to somebody in the hopes that they will do exactly the opposite of what you are asking them, it works. Why do you think it’s used so frequently? It just can’t be used too obviously. Why does it work? Well, by removing sex as an expectation, like you don’t expect sex from her, and in fact, you are actually refusing it, it’s now going back to being her decision again. Instead of something that you are trying to get from her, it’s something that she is now in control of giving to you. It becomes what she can give to you. Do you understand the difference there? And that’s what women are looking for.



Women really do want to take care of their men, but taking care of a man does not mean giving in to his relentless nagging and pestering and whining about wanting sex. It has to be something that you aren't really maybe necessarily all that into, and then she's going to wonder, "Why not? Am I not sexy?" And she has to prove herself.

Why does reverse psychology work in the whole sex situation? It's because it liberates her. It becomes her decision and now it liberates her from all of those sexual stigmas of being the girl that has to protect the sex and she doesn't want to be a slut. Now, it's you, you are just on a role reversal. You are the guy that's trying to not be the slut, and it gives her the desire without the pressure. That's really what it comes down to in the end is that she can now experience her desire without pressure and neurotic guilt plaguing her mind about it. She can finally experience guilt without pressure. That's a big deal for a lot of women.

Sexual Communication - 7

So don't ignore the potential and power of reverse psychology. Another way is to set up rules that she's going to want to break. The key is that you can't break them. This is what we are doing with again the whole reverse psychology is that you are setting up rules basically that she's going to want to break. The key being you can't break them and part of it being a trust boundary. A part is giving her a license to break the rules and rebel. This kind of falls under what I was talking about in reverse psychology.



You can't break them, but she can, and giving her this power is really important. It's very immense. It's a trust boundary for women, and part of it giving her a license to break the rules for herself and rebel against social structure, social conventions. Social judgment is really big there. Social judgment is very powerful. It gives her a chance to shed that nice girl persona. So reversing the expectation is really, really effective for moving things down that old sexual path.

What else? Pause power. This is another tactic that I've used in the past and it's very effective, the pause power. Whatever you say to a woman in conversation or whatever is said back to you rather, wait five seconds before you respond to it, whether she's stating something or asking something of you, just look at her and then just wait.

That was about five seconds there. It might seem like forever when you are a woman. You are going to be tempted like this, if she asks you something and you don't want to respond even with like two seconds, but time speeds up when you feel the pressure, the social pressure, of a woman's expectations.

So here is the other thing, to not accept things that people hand you right away. It becomes a good habit to have just in general in your life because we become very patterned and very conditioned to quick response and quickly responding to things and quickly accepting what somebody says or glossing over it without stopping for a moment and going, "Wait a minute, what did you just say?" You are putting in the

stopgap because we don't want to appear like we are being confrontational. We don't want to appear like we are being resistant. We want to appear like we are going with the flow, but what do we end up doing? We end up bypassing a lot of things that should not have slipped past our radar.

So use the pause power. This is very effective with women because it shows power. The fact that you can stop and not react or say a thing to a woman for five seconds under all that social pressure is an immediate communication to her that you have power. It's weird how these things work, isn't it? So practice that one. It really is effective.

The big don'ts in conversation for sexual communication, I'm going to give you the first one. It's really important. First of all, you can be you. It's okay to be you, but do it in a smartly presented way. You are what you are. The food you see on the shelves of the store is what it is, but you can also package it in a way that makes it more attractive, and packaging, unfortunately, is a necessity in the sexual marketplace. So yes, you can be you. A lot of guys are worried that by using lines or using openers or routines to help get them going with women is somehow not being them.

Well, let me ask you a question, is feeling with women, is that you? No, it's not. All you are trying to do is get past some of these bad habits you may have acquired. That's it. Are those bad habits you? Well, I hope you don't identify with them like that. Let them go. S



the New Agey talk. You might think it's actually very hip and progressive to talk this way like where you talk about, "You know, I really own my emotions on that. I'm really feeling that in the deep core of myself." Okay, it might seem like it's progressive thinking for a lot of guys, and you may actually think that way, and it's A-okay, but women will see it as being you are pussy. That's what they are thinking inside their head. They are like, "What is this guy talking about? Chicks talk like this."

It doesn't matter how open or liberated of an environment you live. it doesn't matter like in San Francisco here where we talk like this all the time. But no, I'm sorry. I refuse to go that route. I will do that once I know a woman and once I have been in relationship for a while, but no, I'm not going to be talking like that right off the bat. I'm definitely not because women do see it as being you are a pussy.

New Agey is not the same as romantic, so even though you are kind of acting with that femininity in yourself and there is nothing wrong with that. Don't get me wrong. There is nothing wrong with that. It's how you present it to women. It's presentation. You being New Agey and talking in those spiritual metaphysical terms is not romantic because it's still appealing to the intellectual side in a lot of ways. You've got to get to that emotional to physical.

Do not, during in any point in your conversation, look for reaction or acknowledgement from her. You don't need that. Now, obviously, there are sometimes when you do, like if you are checking in with her



during the conversation and you are saying, “Do you follow what I mean by that?” That’s okay, but don’t do it too much.

Anybody that looks for a reaction, have you ever seen these people like when they are in conversation and they say something that they think is funny and their eyes dart from person to person, “Did you think that was funny? Did you think I was funny?” They scan the crowd to make sure they say something bad or people will think badly of them. You can tell when their self-opinion is hinged on everybody accepting what he said and they are looking, checking in, checking in, checking in, checking in, and they are also looking for acknowledgement, “Do you think it was funny? Acknowledge me.” It’s a nervous, insecure way of presenting yourself.

So when you are in conversation with a woman, don’t look for those reactions necessarily. Obviously, watch for them if they happen, then you have to deal with them because you don’t want to be stupid and obtuse, but don’t use them as a necessary part of the conversation.

No hogging the spotlight. This is a real big one. Don’t hog the spotlight. Give most of the attention and focus in a conversation over to the woman and that’s enough to make her feel secure, feel freer and liberated to talk about herself. There will be extremes with this stuff, so be careful not to let a woman run too long because she will become self-conscious of it and she will even say it. She will say, “Oh my God, I’ve been talking so much about myself and not having to let you talk.” And what happens is she’ll shut herself down. So you’



got to find a good point in there to break in and talk a little bit and then get her talking again.

This is another pattern that women have. It's a very set pattern. They will only talk for so long about themselves or about what they are talking about before they become self-conscious that they may be breaking a social norm or a social convention, and they will stop themselves. You have to sense it and you stop her before she gets to that point. That again liberates her and lets her feel more comfortable in the conversation.

Nervous tics are a big don't. Things like saying just kidding or flickering eye contact or if you are flipping up while you are looking on or you are not able to hold eye contact for very long. Flickering eye contact is a bad thing. Nervous tics are things that you say that you just repeat a lot and you may not even realize you do it until you do something like record yourself when you are talking. I have my own tics. I still fall victim to saying things like "like", "Like do you know what I'm talking about?" I find myself doing that. "You know" is another one of those things that I do and I'm trying to stop myself from doing it. Watch for them and just pull them back a little bit. Not a lot, but a little bit. It will keep you from sounding a little bit odd in conversation.

Using electronic communication is big. You do need to leverage these and be able to put sexual connotation and edge into these forms of communication. Texting, texting should be all about sexual flirti



If you are just doing logistics through texting, dude, you are so totally misusing and abusing this tool. I used to hate texting because I figured, look, you are sitting there pressing a button three times to get one letter. Why don't you just pick up the phone and call me. You could have done that like ten minutes ago.

There is a reason we don't want to do that. There is a psychological reason if you think about it. We don't want to have to talk to a person every single time, so texting is a great way. It's like sending messages on a bottle to her. Use texting. It should always be flirty.

Phone calls, again electronic communication to do and achieve your goals. I always have something prepared to say in advanced and I also kind of know the purpose of the call before I get into it as I get myself on a mindset of sexual communication. I have been hard at work all day and I've been working on something really cerebral and brainy like loading SunOS on a server at work and then I pick up the phone to talk to somebody, how emotional and sexual do you think I'm going to be? It's not very. So you have to give yourself a little bit of a break and get your mind in the mode. It's a mood you have to swing yourself into.

It's the same with email. Email should always be short with women. Again, this is not a conversation program. I've gone over all these stuffs before, but email to women should be very short, to the point and always leave her wondering more. Don't answer questions. Don't feel like you have to explain yourself. It's very short.



Chat, what about chatting? These are all ways that you can practice. That's what I'm leading up to with all these. Using electronic communication for practice is really what it's for because each one of these is like a license to do whatever you like. When you text, you have a license to say things you wouldn't normally say in person because it's kind of like psst, psst, psst, he-he-he, and you can walk away from it.

It's the same thing with phone calls. You can do things in the phone that you can't necessarily do in person because you are not as worried. You are not in that person's presence. The social pressure is lower. With email, it's the same thing. Message in a bottle, you send it off. Chat, if you are in a chat room with somebody, you can do a lot in a chat room to hone and really get the handle on how to make communication sexual with women.

Sexual humor, oh, my God, this is huge. We got a lot to go through here. This is fun. Sexual humor is probably the one place of communication that is the most important to be able to communicate sexually with women because humor can cut through so many different layers of barriers that we have.

First of all, recognize that sexual humor is a biochemical trigger. How so? Well, laughter reduces the level of stress hormones like cortisol, epinephrine which is adrenaline, dopamine and growth hormone. It's pretty interesting, and it also increases the level of health-enhancing



hormones like endorphins and neurotransmitters. So laughter has been proven to be an effective disease-prevention tool.

There is a famous doctor. I can't remember his name off the top of my head. He actually was famous. He was actually in the 60's or 70's. I can't remember which where he was diagnosed with cancer and what he decided was, "You know what, I'm not going to go through the whole chemo thing. I'm not going to put myself under that kind of torture because even then it wasn't very effective." What he decided to do is put himself on a laugh therapy, and he basically watched the *Three Stooges*. He watched comedies. He laughed himself into pushing his cancer into submission and remission. It was an amazing story, but it's a proof that laughter has incredible power when it comes to the body and the healing effects that it can have.

So remember, sexual humor is a biochemical trigger. It actually drugs the person who is laughing. Humor is a statement of evolutionary fitness. It shows you have high social intelligence. Social intelligence is actually communicated through humor because men, women or whoever, if you have the ability to see the humor in situations, you have high social acuity and the ability to communicate it in a way that makes other people laugh demonstrates it.

It shows that you can handle stress well. If you have a calibrated mechanism that allows you to stop yourself from getting totally stressed out, it's usually through a very successful sense of humor.



ability to see the humor in things. So handling stress is a survival factor.

It's observational. It shows that you are observant and you can see what's going on around you, again, awareness of your world, and it's also flexibility of thinking and attitude. This one is a little obscure. Most people don't know this one, but if you have a sense of humor and you think in funny terms, you have certain flexibility to your thinking that people who don't have a sense of humor simply don't have. They are too rigid. They can't be flexible to situations in the world and this does translate from practical skills, like survival into just about every other area of life. So sense of humor is a survival skill and women can sense that.

Humor is a parallel to sex. Think about it. It's the build up of tension and the release. When you know that you are being told a joke, there is tension building up. It's like sexual build up, and then when you finally get the punch line, that's the orgasm. That's when you laugh. That's when it hits. So it's a very similar psychological parallel to sex and humor.

Think about it. Funny is all around you. Look at everything with new eyes. There is a saying that basically the joy in life is really seeing old things with new eyes, being able to look at the world around you and spot things that you may not have seen before. Life is creating the setup. I mean think about it this way, life is setting up your jokes for you. That's what it's doing. All the ridiculous things in the world that



happened to you or to people around you, the ridiculous things that you observe people doing, the stupidity that you see everyday because there are tons of it and it makes for a lot of fodder for jokes. Life is creating the set up for you. Just think about it that way. So just look at things around you with new eyes. See the humor in things that you wouldn't normally.

Humor lowers resistance and actually speeds up rapport. By getting somebody to laugh, you break down shields and you break down barriers to connection. Humor is a connection-building action. By getting somebody to laugh, they get in to share and experience an emotional state with you and you are actually influencing them. You're bonding through laughter. It's very real. That's why when you go to a comedy with people and you all laugh at it, you feel much more connected to the audience than when you went to a drama where you kind of pull back inside your own head to experience the emotions. Laughter is a bonding experience.

There are two kinds of humor. There is the insecure, needy kind of humor, and I call this is the Rob Schneider humor. He's the comedian that his humor always has that edge of "He-he, I'm desperate. I'm insecure." Then there is the dominant Alpha humor. This is what I think of when I think of Vince Vaughn. He is the guy that was in *Swingers*. He's been in a lot of other movies and he's just got a different way of using that humor. It's what we call high status humor. I have a few friends and they have a program built around this on how you can communicate your status through your humor.



I'll go into it a little bit here, but I'll also give you a reference of how you can learn more about that. So there are really two different kinds. There is the insecure, needy kind of humor, which you don't want to be using because it makes you look that way. It makes you look like you are insecure, and there is dominant and Alpha humor. Self-deprecating humor is that insecure kind of humor and you should use it very sparingly. It's low reward. It may get a little bit of a laugh, but it does not yield what you think it does.

You become the target. You become the butt of joke. That's not a very successful way to go through an interaction with a woman. Also, it lowers your status. By making yourself, even if it's meant in good humor and you are trying to show humility, what it really ends up doing is lowering your status in her eyes, unless you know how to time it and use it correctly. I can tend to come across as being arrogant sometimes. You can go figure. So when I overdo the cockiness, if I get and become a little bit arrogant, I have to use this kind of self-deprecating humor from time to time to let women know I really don't think all that much of myself.

It's a necessary thing for me. Other guys may not be able to pull it off so well. If you are coming from the other side of the spectrum where you are very rarely, if ever feeling that overwhelming self-confidence or slight arrogance or cockiness, then it's going to be tougher for you. It's not going to make any sense.



Humor lies in the unexpected. It's all about surprise. What's surprising to us is often very funny. Have you ever noticed that when you jump out at somebody and scare them or you grab them and you scare them, right after they are done being startled, what do they do? They laugh. Typically, they will laugh. They feel a little foolish about their reaction. That's part of the laughter, but it's a stress release.

The three keys are these to all humor.

- Observation
- Formulas
- Delivery

Observation is seeing the opportunity, seeing what's going on around you and finding the humor in it.

Formulas, formulas exist to give you humor. It gives you funny things to say in just about every situation. I'm going to give you a few in a second here.

Delivery, delivery is how you deliver it, how you give it. You can use characters. I have a few that I do, that I imitate. Sometimes I'll jokingly go into these characters like the Hillbilly Redneck or the drill instructor or my Scottish guy. I'm always saying, "Well, that's sexy." And chicks just find that hysterical. I still find that hysterical, even though it's basically stupid Mike Myers'.

Okay, so there are three things involved, the three keys in humor

- Observation
- Formulas
- Delivery

Now, the simple formulas are these:

- Exaggeration
- Understatement
- Reversal
- Reframing
- Use of characters

The first one, exaggeration works like this. You take something and you blow it up to ridiculous proportions, and the old standby is the joke about her purse, “My God, is that your purse, or is that like... what is that, your apartment? Do you sleep in that at night? Do you go into an alley, open up the purse and jump in? Yeah, your purse can be a small apartment. Who you got living in there? Let me see. Let me see.”

There is the understatement. The understatement goes the other way. You basically are being kind of sarcastic with the way you are saying something minimalist. You are exaggerating in the other direction is basically what it is. It’s an exaggeration in a complete opposite direction.



For example, her purse is huge, so what do you say? “Geez, if you cannot fit your license and some chopstick in this thing, why bother even bringing it?” This is once she’s got a little mini-purse. Or you can joke about her purse that is actually huge and say, “My God, if that thing was any smaller, never mind.” And she will get the joke.

Reversal, this is basically taking something and reversing it. So for example, you are in a small club and you can say something like, “Wow, I’m impressed with the leg room in this place, or my personal bubble is huge in here. I’m getting a little claustrophobic.” You are joking about the fact that it’s small, but you are reversing it. You are taking it in the opposite direction.

Sexually, you can use this reversal as a way to give her lead and basically initiating and being dirty. Remember the role reversal thing, so we are doing the reversal here, like she’s the one that’s just out for sex. You don’t want to be the guy that is just used and forgotten, just thrown away like so much trash in the morning. Will she still respect you in the morning? So this goes back to misinterpretation, playful misinterpretation as well.

Reframing, reframing is a simple formula that works really well. It’s intentional misinterpretation in your favor basically. I was talking about reversal as you can turn this in the form of reframing where you misinterpret something. For example, if she says, “Let’s go outside. It’s hot in here.” What do you say? “Well, thank you. Yes, I am hot, and I think it’s making you sweat a little bit too. You’ve got a nice



glow about you.” What did I do? I playfully misinterpreted her saying “It’s hot in here and let’s go outside” to being “Oh, I am hot. Well, thank you. I appreciate it.”

Misinterpret the words. Take them too literally or take them too figuratively. It’s always possible, especially the English language where there are so much flexibility and room for misinterpretation. Misinterpret the meaning, meaning that you are misinterpreting the actual interpretation of what she’s saying. So you can misinterpret the words that they use, so you can change the words, or you can also misinterpret what she means to say by that.

Let her misinterpret you, meaning say something that’s potentially dirty and then call her on it like, “You know, I had this girl and she was visiting from out of town and she slept over and... no, wait. Not that kind of sleep over, you perv. She was just a friend. She stayed on the couch. Oh my God, you have such a dirty mind.” What did I do? I attributed that dirty thinking that I want her to have to her thus giving her the freedom to have it. So that’s reframing and you are just going to create a misinterpretation.

Characters, characters are great because, well, again, it’s one of those places that not a lot of guys can go necessarily, but a few things you can take on access. You take on different styles of speaking. I told to some of mine. I’ve got this Scottish guy and the fat bastard, “It’s a bit sexy.” The drill instructor, “Sir, yes, sir.” So she’ll give me some sort of command like, “Would you watch my purse while I go to the



bathroom.” “Sir, yes, sir. I’m right here. I’ll be watching that purse.” And she’ll look at you like, “Okay. Gay guy.”

Gay guy is fun for me. I love doing him. I did it for the longest time, and yes, I know it’s not politically correct. I’m not gay bashing. I’m not making fun of gay guys particularly. I’m just having fun with the characters. So I’ll be like, “Oh my God, that purse is simply spectacular.” Okay, now, of course, no gay guy really talks quite that way, but I’m having fun with it. Sometimes, the girls will go, “Oh, my God, you are like too good at that.” I’m like, “Don’t get any ideas. Okay, I occasionally like chicks. I’m not like you.”

The Hillbilly Redneck, “Yeehaa, I’ll go get myself a pickup truck and get that thing in the back, right there in the back, you bet you.” The heavy metal singer. I used to joke about having all these songs I want to redo in heavy metal version like Sesame Street, “Won’t you take me down, down, down to Sesame Street.” And girls like that one, too. As you can see, I’m getting a chance to go and get my weird, little freaky edge out here. Forrest Gump, “I love you, Jenny.” I do everything kind of Forrest Gumpy. So if she’s does something that’s kind of dumb, I’ll start interpret it. I’ll start pretending I’m Forrest Gump, which is making her think, “Oh, he’s making fun of me being dumb.”

Role playing is another way of bringing characters in, too. You can play different people, like where you are trying to have a joking time where you are like, “Hey, you guys, do you remember those TV shows in the 50’s where the parents were always perfect like leave it to the



Beaver and things like that? I say, June, you look ravishing today. At some point, we should have sexual intercourse, but only after the show has ended, of course.” You are joking around, playing those little games and being the dysfunctional redneck couple, back and forth with a little bit of banter. It lets her freak herself up and having fun, too.

The dysfunctional redneck couple is basically the, “You go and get me that ash tray and I don’t have to burn you with cigarettes again, boy.” I’m playing that little weird dynamic of the redneck couple, but you get the idea. That’s how these simple formulas. These are pretty much the only formulas you would ever have to use and they are very easy; exaggeration, blowing it up to extremes that is so extreme it’s funny.

- Understatement where you like minimize it, like she gets a really big glass of beer and you will get her and go, “Is that just a taster? I mean, could you have gotten that thing any bigger?” It’s a reversal where you basically turned it around into the opposite.
- Reframing where you misinterpret what she says or let her misinterpret what you say on purpose.
- Characters, just using characters to have fun with funny stereotype of some kind.

Those are the easy and simple formulas. Now, the uses, where would you use sexual humor? Well, of course, use it to take the edge off of something, but don’t use it as something to break good sexual tension, meaning that some guys become the comedian because



are too uncomfortable with natural sexual tension. So they ruin sexual tension and they create funny humor tension and it never gets back to sexual tension.

Do you see what I'm saying? They use humor as a way to, "Oh, things are started to get really kind of sexy and there is sexual tension between us and they use something that makes her laugh and it breaks that tension. Or we use it to skate over a tense moment. I like pointing things out. If something happens on a conversation where like a spit bubble comes out of her, I'll look at her and go, "Hey, do you ever watch that show on TV, *Lawrence Welk*, and that bubble machine that throw all these bubbles out. It was pretty cool." I'm basically making fun of the little bubble that came out of her mouth, the little spit bubble.

Or I'll say, "Hey, thanks for the shower. I needed that. Thanks." But I'll do it in a fun way that says, "I'm not really making fun of you. I'm really loving you a little bit." That's how it should come across. It's I'm giving you a little bit of love with this, and you can even reach in and give her a little bit of hug and say, "Oh, that's so sweet. You are giving me my first shower. That's our first shower together. That's kind of cool. Do you have a towel?"

Handling a sex mistake is another way to use humor. Inevitably, when you are in bed with a woman, you will have something weird happen, some gaff like you accidentally poke her in the leg with your dick, and weird things like that happen, or you are flipping her over



do something and she almost falls off the bed and then you can just kind of laugh at it like, “Hey, hang on, I want to throw you out of bed again. Or you know what, I really find the back of your legs sexy. Let me jam myself into your again.”

Use it to handle sex mistakes. It’s a great thing to do because it shows that you are not afraid to bring it out and just say something about it, and that will actually set her mind at ease because with sex the first time especially can be a very tense situation because here she is basically exposing herself to you. She wants to be accepted and you are worried about your performance, and you both have this frequency of notions that you are not really together if you think about it. The first time you have sex with a woman, you are almost completely two separate people, and you are only joining at the genitals for a few minutes. So by breaking that tension with a little bit of humor, you can do quite a bit to make it a more enjoyable experience.

Of course, keep it as a spice, not the main course. Humor is not meant to be used as the thing you are doing all the time. No, don’t become the dancing clown or the dancing monkey that’s trying to keep her entertained, “La la la la la la, look, I’m funny. Ha-ha.” That gets old really quick, and please don’t abuse humor to give you some self esteem. A lot of guys do this too where they will use humor to become Mr. Funny and it makes him feel good because everybody is laughing with him supposedly at his jokes, but he ends up not being taken very seriously because that becomes his only shtick. He always



has to be making fun of something. He always has to be saying something funny. He always has to be laughing at something. He always has to have you laughing at something. It gets very tiresome.

So remember, balance in all things, especially with humor, but sprinkle it in because it's absolutely one of the best things you can do to get sexual attraction started. She will feel it on a physical level. All right, we are going to come back and finish up this topic in the next few sections, so join me in the next segment.

Sexual Communication - 8

All right, we are going to wrap up this topic of sexual communication. I want to talk about closing for a minute here. What is closing? Well, I want you to think in terms of "you must close." Closing is a salesperson's last final step of the customer. It doesn't matter what that close is, but they want to get that customer one step closer to the sale. So if a salesperson is on the phone with somebody, what do they want to do? They want to get some kind of commitment from you or maybe some contact information so that they can follow up with you, or they are going to give you their names so that when you come in, you are going to ask for them and then they can, of course, get the commission on it if there is any or credit.

So closing is an essential part of the process and it's recognized throughout any kind of sales that closing is it. I mean if you don't



close, what are you going to end up? Nothing, vaporous, nothing. It's luck if you get anything at all. So having a close as a goal is an absolute necessity, especially when interacting with women. You have to close.

So think about sales for a second, there is a great movie called *Glengarry Glen Ross* and there was a great scene in it where I think it's Alec Baldwin gave a speech to the guys at the office and he is just brutally harsh on them to the last degree about how, "You know what, you've got close. You know what, if you want anything here, you've got to close for a deal. You've got to close the deals and you've got to make money because that's what we are here about."

Well, again, it's true for us as well. You've got to close. In other words, don't talk her out of it. Some guys will actually try and talk themselves out of it. They will put a present goal of actually putting an offer out there and say something like, "So what do you say? Let's get together tomorrow night." And then the nervousness sets in if there is a pause, and what does he do? He jumps right back in with, "But you know, if you can't make it or anything, we can always set it up for some other night." And what he has just done there? She was probably just about to say, "Yeah, I think I probably can make it," or she has some hesitancy because she wasn't sure about her schedule, but she's about to commit, and what he has just do? He talked her out of it. He already made himself look low value. So don't her out of it. Don't lose your nerve and whatever you do, don't let her think about it.



This is also another one of those things that salespeople everywhere have to deal with, and you have to have strategies for this. Like if I'm coming to somebody and I want to sell them something and they tell me, "You know what, I need to think about it." What does leave me? Where does leave me? "Oh, you are going to think about it?"

Do you know what happens nine times out of ten when somebody goes to think about it? Nothing. Absolutely nothing happens. The person forgets about it. They lose the emotional urgency that they had when they were in front of the salesperson with the offer at the time. They are going to lose all that potential energy. That person is going to go and forget about. They are going to then talk themselves out of it thinking, "Oh yeah, I really didn't need that," when in fact, they might have. They might have desperately needed whatever that person had to offer.

So don't let a person think about it because whatever happens is, well, I can tell you exactly what happens. When we are left with our own devices, we are going to justify and rationalize the situation we are in. When she has left you and gone off and done her own thing and she's left to think about it, do you think she's going to go, "Whoa, you know what, I really missed out on something there. I better call him right up." No, if she felt that way, she would have agreed right there on the spot. So usually thinking about or "You know what, let me get back to you" or any of those ambiguous non-committal answers are absolutely not what you are looking for. Keep that in mind.



A close is a result. You are going to let yourself off the hook for that result. This is the natural thing we do. We try and not hold ourselves accountable to tangible physical results of some kind. When you approach a woman, what's your result? Your result is to get a phone number or some kind of contact information with her. Absolutely, no doubt about it and you have to get into the habit as much as possible. This is, of course, after you've gotten over the insecurities and fears that plague you when you approach a woman.

Well, at any point in the conversation or communication with a woman, you've to be willing to close and you can't let yourself off the hook. You can't be like, "Oh, it's okay if I didn't get her number. I'll meet her again. La, la, la, la, la." That's the La-la voice in your head saying, "I'm going to pretend like what I just did was okay, but even though I know I just failed again." You are making it all right in your head to fail. You are making it okay to lose again.

Why do we do that? Well, because we want to evade responsibility for our actions. That's really it because when you are responsible and it's all down to you when it's up to you and you don't come through, who do you got to blame? Nobody. So what do we do? Well, we try and shift ourselves off of that blame hook. We let ourselves off the hook from having to hold ourselves accountable for a result and we can evade responsibility.



If somebody ask you, “Hey, what happened to that girl you met at that bar?” Now, what do you say? “Oh, you know, it didn’t work out. I don’t know. It’s just... I don’t know. I just supposed we were not into it, I guess.” Well, what really happened behind the scenes was what? Yeah, he was talking to her. He was about to ask her for a phone number or get together again. She was kind of interested and he probably could have worked at it a little harder and gotten it, but what happened? That’s right. He left himself off the hook and evades the responsibility, “Well, it’s okay if you don’t want to.” Now, he gets to blame her for not getting what it is he really wants. I’m not going to go through life myself letting other people say they control my destiny, they control my future, and they control my results in my life. Think about that.

There is an old saying that the one who talks first in any sales situation is the loser. In other word, at a certain point, you’ve got to shut your mouth and just let her go along with you. I want you to think closer, not a loser, a closer and not a loser. You are a closer and you are not a loser. If you drop the C off the front, what do you get? That’s right, it’s loser, and you don’t want to be that. You want to be a closer. You want to get the results.

So absolutely positively you must think in terms of closing in every opportunity, and by doing so, you are going to force yourself down the sexual advancement steps and that’s what I’m going to talk about here, the steps to sexual advancement and down that roadmap that we went over in the last section.



The three steps to sexual advancement are:

- Ignition
- Building tension
- Physical escalation

It's ignition, building tension and physical escalation. Let me explain these independently. Ignition is creating sexual possibility. This is where we spark attraction. This is where we get things started and you really only get one chance to ignite her, to light her on fire with attraction and desire. So you really got to work it. I can't think of a good example.

Here is a great example. If you've ever taken a book of matches and you pull a match off and you strike it on the back where that little strip is, and if that match doesn't light, what happens next? Well, typically, of course, we are going to try again. We are going to keep going after it, but at a certain point, your little strip in the back of the matches starts rubbing off, the match itself is coming apart in your hands and really there is no stuff left to light and ignite, so the more you strike it, the harder it is to get the light after that.

It's usually that first strike that's the telling one that decides whether or not you are going to be able to ignite that match. Well, the same is true with women. If you don't get that thing started, if you don't strike that match hard and right off the bat and getting it going, typically you are not going to get things started, and you've got to



that. So this is the attraction building phase where we initiate and we get things going.

Building tension is a big bulk of that interaction in between. Once you've started attraction or once you kick start it, whether it's through teasing, cocky and funny, any kind of technique or any kind of approach that you use, you are now trying to control the pace with her by building tension. In other words, there is no rushing here. The first thing to understand is when we are building tension and we are trying to control the pace with her, there is no rushing. Because if we go forward too fast, what happens? She's going to shut us down and that's called sexual greed. If you have sexual greed, a woman will shut you down because she sees greed, and greed is bad, isn't it? Now, it's not like what Gordon Gekko said, greed is not good in this situation.

Push-pull, this is the active interaction of pushing her away, pulling her back in, pushing her away, pulling her back. That push-pull is a dynamic that build sexual tension, and then, of course, role reversals are a great technique for this as well. We do anything and everything. This is all the stuff I talked about throughout this communication section with sexual humor and all those things that we use including understanding your psychology and applying that psychology to create sexual tension.

So keep the pace relaxed, that's what no rushing means. Keep it very relaxed. You feel relaxed, not laid back, but you just feel like a relaxed



guy. You are not in a hurry. You are not greedy for sex. You just push-pull to push her away and pull her back in, push her away and pull her back in, and then you control the pace with her by using role reversals where you are like, “Whoa, girl. Slow down. I’ll give you my phone number and we’ll just have a good conversation first.” What you are trying to do there is show her, “You know what, you are the eager one. I’m the one who is in demand.”

All right, so that’s building tension. Physical escalation is layered on top of that. These are not necessarily sequential. Throughout all of these, you are going to do a little bit of each. In other words, during building tension, you will actually do a little physical escalation by using touch and keno. Physical escalation is you initiate and advance things.

First of all, you have to understand that you are the one who initiates and you are the one who advances physical contact with her. She’s going to do some subtle stuff. The woman’s role is really basically to allow you. She becomes the person with which she will let you go further, but she’s not going to initiate those things. So you are the person who is going to be pushing this thing forward. You are the one who is taking the lead, the initiative, and getting it going.

So you reach in and put your hand on her hand and you take it away, and you go in for a little bit longer. This time I would touch her in the arm, and then after a while of once you are sure that the flirting is going, maybe you take your finger and you just kind of trace it up and



down on the back of her hand a little bit, really slowly, which is a very sensual thing to do, as you are talking to her.

So you don't want to draw attention to the physical contact. You don't want to be saying, "Look, look, at what I'm doing with my hand touching you." No, what you are doing is as you are talking to her, you are reinforcing it. You are adding a layer of sub-communication by touching her at the same time. That way it sneaks in. That way it's much more acceptable to her because it's not something that's brought out there in the open.

This is a really key concept with women, and that is that you are not bringing any of the sexuality out into full display. You are keeping it subtle and kind of under the covers, if you will. It's behind closed doors so that it's not visible. That not visibility aspect speaks to her desire to have the image of the whole angelic, that she's an angel. She's pure. She's not slutty. She's not promiscuous. It keeps it on that level. It's like on the down low.

For physical escalation, you've got to understand that she's going to do one of two things. She's going to allow it to happen. She may not initiate it, but she will allow it to happen or she will resist. Now, resistance is futile, especially if you know what I'm teaching you, but resistance is a necessity. You are going to run into resistance in some form or another, so just be ready for it.



Any seduction that goes perfectly and goes off 100%, well, number one, that's way down the road, and number two, it's not good because it's not going to give you any feedback. It's like we say when we spar. If you are not getting hit when you are sparring, you are not learning anything because you are not taking any risks. It's a very important lesson.

If you react adversely to any resistance she gives you, you are going to create a negative spiral with her. So you have to cure this reaction that you have to any kind of resistance from her as being negative. What happens is she resists. Inevitably it's going to happen. She's going to resist and what are you going to do? Well, you are going to react. You are going to be like, "Oh damn, I screwed up." There is like a little bit of a pullback. You pull away like, "Oh geez, what did I do wrong?" And you become very self-aware, self-conscious.

She resist a little bit more because she starts to sense your neediness and your sexual greed, and you react a little bit more, and your mood changes. You start to seem like you are a different person because she didn't reject, but maybe she did reject you or resisted you physically. Do you see where this is looking like to her? Oh, she controls you. She controls your reaction. You are one of those guys that isn't getting any, and she can tell because of the way you react to her closing you down, shutting you down, and slowing you down.

So that's the spiral that happens there, and you've got to be aware of it. It catches you right off the bat the first time she resist or man



doesn't react to you the way you would like. Inevitably, it will happen. What's your reaction going to be? It should be nothing. It should not faze you one bit because if it does, it guarantees the cycle, that's why.

Don't worry if it doesn't mean that you are going to necessarily get to sleep with her that night. That's not what we are really after her. What we are after is setting the pace that she doesn't feel like she has to constantly stop us or slow us down because that to you feels like failure. In a lot of ways, it really is. You set it up to fail if you've gotten into that kind of progression with a woman.

There are the three steps to sexual advancement again.

- Ignition
- Building tension
- Physical escalation

Those are the only three you have to really worry about. If you keep those moving forward, you will not have any problems.

Kinesthetics, it's the power of touch. Touch is power. Touch is powerful with women. It's very, very powerful. Because what it does is it actually releases chemicals like oxytocin and other little love drugs that flood her brain and her system.

Use proximity to build and not resolving. In other words, what I use is I use proximity to get closer to a woman, my distance, proximity



get closer to a woman and drive up potentially what could be. That's what you are doing when you are getting closer to a woman. Touch her sometimes, and that's very, very electric to women. When you reach in close or you are just leaning really close and look her in the eyes and pull away, it has a really strong effect on a woman because it gets her to start thinking, "Oh, my God, he's going to kiss me. Oh, my God, the tension is building." And then you pull away. It's a push-pull with physical proximity. So you get closer and you pull away from her, and you do this frequently.

The art of touching. So where do you touch? Where do you touch a woman? Well, there are some key areas that you have to keep in mind. Initial touch should never be her breasts, her buttocks or bush. I call them the 3Bs. You should never be touching her boobs, her buttocks or her bush. Boobs, butt, bush, you should never touch those because it's a very, highly, sexually charged areas and going there first shows sexual greed and impatience and very big lack of calibration. You are in too much of a hurry.

- Back of the neck, this one I put a star next to because it is incredibly powerful. This area behind the neck, if you grab a woman there, if you hold a woman there, it's the same as like grabbing her hair from the back, there is an actual instinctual reaction that women have. It's instantly sexual. It's usually submission. It's usually also arousal from just touching that area. So a light touch in that area, and I'm not talking about grabbing her by the back of her neck, just a light touch on the back of her neck can have unbelievable effects on her sexual arousal.



- Inside of the elbow, right here on the elbow on the inside of the whole forearm all the way down to the back of the hand, just knowing how to touch there, and we are going to talk about that in a second.
- Behind the ear, back behind here, is important. That's a great area for women. Just delicately tracing your fingers on these spots.
- Cheek, just running your finger on her cheek. That one could be a little cliché, so be careful about using that one too soon. You can also do it in ways like, "Hey, turn your face." And as you turn her face, you are stroking that part of her face.
- Collarbone, the area right along the collarbone right in here.
- The small of the back, just above the butt, but high enough up that she isn't worried that you are actually going to go for a grab. The small of the back is really erotic.
- Ears, the ears in themselves, just along the outside edge of them. Don't go jamming a finger in there and cleaning her out like Q-tip. It's gross.
- Side of the neck, the side of the neck right here.
- Top of the hip, which is just above where her hips start to go out. If you think about the voluptuous woman. It's great when it narrows and it's about to start to go out again on her hips. Just above that on top of the hips. Some people call them the Muffin Tops if she's got tight jeans on.
- Backs of her fingers. This is actually a very good spot right here, back of the fingers. Try it yourself. It's kind of a tingly, tickly sensation. When we are in the back of the fingers, it's very excellent. It's a very good spot right there.



- Inside of the wrist, again, where she would apply perfume, if she had some on. It's somewhere right here.

There are probably more erotic places on the human body that can be catalogued, but those are some of the key areas that you can usually access and usually get to. Obviously, when you get closer to the bedroom, there are more places you can go to.

- Behind the knees
- The back of the calf
- The inside of the thighs, but not too close to where her pussy is.

When you can go a little bit higher up on her legs, you can get a lot of reaction there.

- The sides of her hips along the sides of her butt. Not the butt itself really, but the sides.
- Of course, you've got the stomach. It's the little area just below her navel. It's between her navel and home run land is a great area to touch, and knowing how to touch it so that she doesn't worry that you are going to go for a grab or maybe go too fast, but go there and stop.

This kind of pacing is really important. Lightly, of course. Touching lightly is really important, a very delicate touch. You don't want to be rough. You don't want to be manhandling her, as they say.

Slow, the pace should always be slow, never fast. When you move fast, it's like friction. It's like you are wiping something off. There is no eroticism there at all. So slowness is important.



When I say deep, what I'm saying is that you touch for, again, depth of touch, not shallowness of touch. I don't mean like how deep you go into her skin. I'm talking about the overall effect that you are going for, because a deep touch can be something that's very prolonged and it's along inside of her arm and then it's done. If I do that short, it's going to have a different effect.

And then, of course, wet using dampness in some way, usually with oil and things like that. That's why they are so good to have around when you want to do a massage for a woman.

Multiple points at the same time, this one is tricky. This actually comes from practically and essentially in martial arts, but there are multiple points you can stimulate at the same time. You don't want to go crazy with this, but at the same time, you can be switching between two different places. Let's say you are both leaning on your side. You are both leaning on your right side or left side or whatever. You can be running your hand with your right hand along the side of her hip gently and if her hand is front of her, your hand can be running your fingers along the back of her hand. It's two touches at the same time.

Be careful with this one because it's a lot of sensory information. It's hard to concentrate on two spots at the same time. You can make them sequential. You can make them in parallel where they are happening at the same time, but be very careful about how much you use that one, but it is powerful, multiple points at the same time.



Stop before touching and build anticipation. So right when you are about to do this touch, maybe about to run your fingers along the back of her hand, as you start, you just slightly shift your fingers and then you pull away. Then you go back and you actually do touch. You are trying to build this response potential. It's incredibly important. Again, all success, really sexual success and life success in some many different is tied to your ability to hold back on results. In other words, you don't need instant gratification.

You can have what we call delayed gratification. Delayed gratification is one of the hallmark traits, not only of the Alpha man, but of every successful man there is. Successful sexually with women, successful with earning money, with making money, with investing, all those things require somebody that has a long-term time horizon. They have a viewpoint that sees beyond today. It's really important.

If you have cultural or personal beliefs, you've got to question them. You've got to look at what they are telling you because we do have a lot of beliefs around the subject of touch and how we touch people and how close we can get to people. I know there are Muslim traditions of calling women off and how much contact you can have and things like that. There are all these different religions. I'm not just picking on that. I'm just saying there is a lot of different religions that have a lot of different rules.



These are rules. Rules are usually made to what, to control us. These rules can often get out of hand and they can really put us in a state where we are very often again pushed into shame about our sexual desire. Because the rules say I can't touch her, I can't see her, I can't make eye contact or whatever it is.

You cannot very far when your beliefs are holding you back. This is a point that will come up again and again in this program because it's so important. When you are fighting your own beliefs, when you are working against something that's already at work in your system, your premise, that whole thing you believe. If your premise is, "Wow, sex, it's pretty dirty." And that sits in you and it sits there and festers, no matter what you layer on top of it, that's going to rot out your ability to get anywhere with women.

Because if I really believe that sex is dirty and I start a conversation about sex, there is that thing going on in the back of my head. It gives me a weird vibe when I talk to her about it. It's going to change the direction of the conversation when it gets uncomfortable. It's never going to be able to be fully real, and God, I hate using this California New Age term, but being very present with her, meaning in the moment. It's actually not that bad a term. I take it back.

Being present is really important because it's being very aware of what's going on right now and you are pulled out of the moment when you are forced to go back into your head or your beliefs or something else is pulling you out of being present. It sounds kind of New Age



but it's really not. If you know anything about what I've been teaching you, it is that being in the moment, being very focused and experiencing what's happening right this second, like right now, with me talking to you and looking at you.

If you can get very focused on this moment and you are not thinking about what you've got to do later, maybe you are listening to this in your car and you've got to focus on that, that's fine. But if you are thinking about a billion different other things, you are never going to be fully engaged in the moment, in what I'm saying, and the same thing will be true with women.

So kinesthetics, there you go. It's a very simple primer on kinesthetics. That is not a very complicated topic. A lot of guys make that really, really complicated. They give you a whole bunch of information. All you've got to really remember out of this whole section that will serve you for good. Again, it took me a lot of things in here, and you are going to be like, "Dude, is that all there is? Why, I expected some really, really cool, slippery hand technique or something." No, dude, really, the only thing you have to remember is to touch lightly, be slow with your touch, go for depth and prolonged touch or duration, and what I would like to call it, the light, slow and wet.

Every so often using your tongue on her ear is a wet form or the massages or any of that, but those things right there are pretty much all you have to know in terms of the basics of how to touch, and th



places I gave you to touch, that's pretty much it. That's more than enough for you to use for the rest of your life and get success with 90% of women. I'm not going to make this more complicated than it has to be. I'm not going to do that.

All right, the L word. You know what the L word is, don't you? It's love. Well, I want you to be clear on this because this will come up frequently in your interactions with women, especially when we are working towards sexual conquering, if you will, or just getting sexual with women, and that is where does love fit into this picture, or how does love fit into seduction?

Well, don't mistake sex for love. First and foremost, do not mistake sex for love. They are not the same. You can have sex and you have that little symbol of it does not equals love. That's very, very true and it's supposed to be something that we should understand, but we don't. I think a lot of the romantic comedies get these very wrong, too.

Love is wildly distorted in our society. It's really, really distorted in what people think of it, how people view it, what they think it is, what they think it isn't. Movies depict love happening very, very fast. Love seems to happen in movies in minutes, hours, days, and maybe even weeks at the most, but it rarely takes months. Have you ever noticed that? Those are the movies that I really want to see destroyed because they totally distort it.



Of course, what is this appealing to? This is appealing to the vision of love at first sight. Now, there are certain biochemical and physical realities to love at first sight. But true love, when you define it correctly, it takes time. Love takes time. It does not happen in minutes. It does not happen the first time you slept with her, and don't feel like you have to fall in love with a woman to justify what's happened. Some women feel this way, too, and it's another distortion.

The true feelings of love and that kind of deep attachment don't happen right away, and it will not happen the first time you sleep with them. Again, the lure is to drop all of your guard and to disclose yourself to the woman. When you get into that situation of a very profound emotional connection and sexual intimacy, you are going to be tempted to give up all the goods. You are going to start talking about how you feel about her, what you think about her, all these things are going to want to come out because it feels like you can finally unload your baggage and give her everything that you've been holding back on all those years. Finally, it's happened.

Sex is not the gateway to that kind of revelation, but time is. You have to be patient. You have to bide your time because not every woman is worth your disclosure. In other words, not every woman is going to be worth telling all your deep intimate secrets to, especially about how you feel. It's a tempting thing. Guys want to go there, especially with sensitive guys. Trust me. I'm one of them. I did this mistake all the freaking time. I would sleep with a woman. The next day I'd st



telling her things. My mouth would start running off, and sure enough, I'd scare her off. Don't disclose everything. Don't drop your guard there. Right now, it's just a preliminary step. When you first sleep with a woman and you get the sexual success with a woman, it's just the first real step.

This is actually a perfect analogy. We are often told in the martial arts that becoming a black belt is actually not the end. A lot of people think that being a black belt is the goal. No, it's not. It's actually the start of where your martial arts begin. That's when you first become a true martial artist is when you reach black belt status. I've been doing martial arts from many, many years, and the one thing I've learned is that once I think I've learned something, about a billion new things pop up that I didn't know and give what I already know more depth and more meaning and much more ability, so don't. Remember that sex is not end. It's actually just the beginning. That's not the goal. That's actually the start of your next goal.

Orgasm seems to be the goal, but it's actually just a bus stop. That's what I like to look at anyways. Orgasm, the pinnacle of what a guy looks to experience with a woman, because I mean if you look at it from the full spectrum where are we going from here. We are going from that first eye contact, all the way to "I came inside her," and that's pretty crude, but that's the spectrum of what we look at as guys in a way. It's getting from those two points, point A to point B. Orgasm is not the goal.



Intimacy is different. I want you to think for a second about what do you consider intimate. Take a second just to think about this. What does intimacy mean to you? All right, now, think about it this way. True intimacy goes way beyond physical sex. If you thought physical sex, it's part of it. Sex is a part of intimacy, but it's not the whole thing. It isn't the equivalent of intimacy. Sex is a step in intimacy.

True intimacy goes way beyond physical sex. It's a structure of connection that maintains attraction, respect and attachment. This is a definition I want you to write down if you can. If you are just listening to this, that's cool. But remember that intimacy is a structure of connection that maintains attraction, a really important step, especially for guys. You don't want to lose that attraction. It maintains the respect. It's very important also, and attachment.

Attachment is different than attraction. Attachment is the bonds that we create by virtue of being open, disclosing. True intimacy in a lot of ways comes down to this one aspect of attachment. So attraction, respect and attachment is a structure that we use to create that.

Sexual Communication - 9



So love at first sight is very often blinding. That's one of my sayings. Love at first sight is very blinding because it does happen, but you don't want to build a romantic delusion upon it. In other words, if you become attracted to somebody really, really quick, but do you really want to allow that happen to yourself? Because it's going to turn off options for you, you are not going to be able to see. You get basically tunnel vision for that person. You don't allow anything into your reality.

I'm sure you've experienced this with your friends. Plenty of my friends, they have been dating women, and I'm like, "Oh, trouble." And you can tell right off the bat, but he can't see it. "Why doesn't he see it," you ask yourself. It's because he's blinded. He's been blinded by his own emotions. He wants this so much that he's not going to allow in reality to jeopardize that little fantasy he's got going on in his head. Isn't it crazy how human brains work?

So attraction at first sight happens. Attraction at first sight happens, but love at first sight, be careful. Attraction happens all the time for guys. It happens for women too, but they are smarter in terms of they have to experience the man, they have to interact with him before they are going to go anywhere with him at all because they qualify a lot more, and that's what I mean by love requires qualification. You cannot really truly fall in love with somebody unless they have past through various screening points in a process of getting to you and



you to approve of them. You have to have given some sort of stamp of approval or some conscious critical thought.

That's really what I'm talking about here. Qualification is really conscious and critical thought about does this person makes sense for you, are they really the person you should be going out with. Any criteria you have is good criteria as long as you have criteria, but again, what do most people do? Nothing in this territory, they have no real criteria for the person that they want to fall in love with. They are just looking for someone, "Someone will come along. Someone will push me off my feet. Someone will become the love of my life." But that someone is not even close to defined in their heads, so that when that someone does come along, it could be somebody poisonous to you. It could be somebody damaging to you. It could be somebody abusive to you.

Be aware that this is a very, very debilitating thing, and I'm going to talk about this more as you go into the next section, which is on biochemical elements of the L-word, love. How does love really work in a biochemical basis? This is really interesting. First of all, you have to understand there are two primary ingredients of biochemical element of love, and that's attraction and attachment. Attraction and attachment, if you remember previously I talked about that third element of respect. That's the psychological element, which, by the way, the respect is created by you through the course of your interaction with women. It's something that's built up over time.

The biochemical reality is that there are two important influencers in your feelings of love. The first is attraction. Attraction is actually a combination of chemicals that gets injected into your brain. I know you thought it was all just a mental process that you were going through in your head that you were thinking about this person, your emotions got involved. Well, guess what, that's not it. It's more than that. It's your emotions plus these very primitive little chemicals. These chemicals get injected into your brain because thousands of years ago, your brain had to make sure you were going to get on and blank this chick. So in some way, you have to have some chemicals that force you down the right path.

These chemicals are what I call chemical assist. They assist on that path of falling of falling in love. The problem is they also create the blindness that we talked about.

- Adrenaline is the fight or flight chemical. It's very primal, and when you feel it, it's like you are on fire. You are charged up. You are ready to go. You have energy like you wouldn't believe. That's the adrenaline response.
- Then you've got dopamine. Dopamine goes into your system and that feels like cocaine. It actually has the same effect on your nervous system and brain as cocaine does, and it lasts for about two years. If this dopamine-cocaine effect on your brain hit, it lasts for about two years.



- Phenylethylamine is one of the principal elements in Ecstasy. It's also in speed. It's also in chocolate. Phenylethylamine is also another chemical that gets released into your brain when you start falling for a chick. Isn't this wonderful? Do you guys have any idea of the tricks that your brain was playing on you?
- Of course, there is serotonin. Serotonin is a feeling of well being. That's what that drug does for you. It dulls pain. It gives you a feeling of bliss.

All these chemicals are at work when you are feeling attracted to the woman. Your brain releases them automatically, and what it is, it's meant to assist you to go down the path of bonding with her long enough to get you really wet.

With the attachment side of it, here are the chemicals related to that. I shall leave the attraction open here too, so that you can see them in the full list, so that the attraction chemicals are adrenaline, dopamine, phenylethylamine and serotonin. You can look these up on the internet. This is nothing new. This has been around for a while. We've known about these in science for quite some time.

Attachment, the attachment drugs are:

- Endorphins
- Oxytocin



- Vasopressin

Endorphins, what they do is they give you the feeling that heroine does or morphine. It's a long term blissed out feeling. It's not an ecstatic high, but it's a very smooth, calm, unperturbed lake that you are on, but it sure does feel good.

Oxytocin is the connection drug. This is the one that bonds you to another person. It psychologically sets it up so that you believe that that other person is the one that's creating these feelings in you. It bonds you to them. It's called the hug drug because it's released when we hug people, or when a woman first holds her infant, we form these connections by physical touch with that oxytocin.

Vasopressin is what we call the monogamy drug. They've been doing experiments on these for, I guess, years now with certain mammals and both injecting and suppressing vasopressin, and the effect of this drug does is it either influences you to stay with the partner you have or to be more promiscuous and seek other sexual partners. That's the effect of that bad boy.

So there you go, those are seven of the most powerful drugs that you will ever encounter and they are already in your system, and you can't even control them. So forget about doing lines and shooting up, man, you've already got yourself a chemical factory at work inside you.



now. Recognize that these are at work in you and have the rational control to be able to control your response when they do come.

There is this thing called the York Experiment. I want to share this with you before we leave this section where they basically did an experiment to reveal. What they would do is have people reveal intimate details about their lives for the period of about half an hour. They took these people, put them together, opposite gender, of course, and they made them reveal basically intimate details about their lives for about half an hour.

They would stare deeply into each other's eyes and also talk for four minutes. So you've got these two situations, one is that they would reveal the intimate details over the course of half an hour and the second is that they would just do nothing. They would not talk. They would just stare deeply into each other's eyes without talking for four minutes.

Now, what do you think happened between these two groups?

1. After 34 minutes, they were feeling deep attraction.
2. They felt deeply attracted after 34 minutes and two of the couples or four people actually got married based on number two.



That's it, just staring deeply into each other's eyes without talking for four minutes. It's pretty crazy. That experiment is another way of showing just how messed up our brains can be sometimes when it comes to the L word, and I hope you have a better understanding of how that works now, and you won't get pulled on that path unless it's right for you. Obviously, this is a goal we all want. We want to fall in love. We want to connect with somebody. We want to create that long term attachment, and that is something that I highly encourage. It is the goal. I think it really is where we want to go.

I've always been much better at creating relationships than I have been doing the whole pickup thing, and that's my specialty in a lot of ways as a serial monogamy. I can go through a lot of them real quick though, and I can also tell you what does and doesn't work.

So here are some exercises to finish up this section. I want you to go through the limiting beliefs exercise. With the limiting beliefs exercise, basically I want you to come up and list all of the beliefs that you can come up with about women, dating and sex, women, dating and sex, list all of them. List all of the opposite beliefs, and I want you to justify them. In other words, probably see what you can come with for women, whether it's empowering or disempowering belief. I want you to also come up with the opposite belief.



Let's say one of your beliefs is that the whole sex is nasty thing, sex is nasty. Well, then you come up with the opposite belief that sex is not nasty. How do you justify that? Well, sex can't be totally nasty because we need it to procreate, and so many people have fun with it. I don't know.

This comes from a legal practice, being able to do this kind of an exercise. This actually comes from a legal practice to where we have to argue both sides of a case. If you don't understand how to argue both sides of the case, you are never going to be able to argue your side of it very effectively because you can never see the other person's side of the situation. You are blinded to things that might come up in the case.

It doesn't really matter which one you believe. What matters is how well you can persuade someone to believe it, and I'm not saying it doesn't mean that your beliefs don't matter, but I'm saying that which one of the sides of a certain court case matters is irrelevant, because to the lawyers, they don't really care. I know this goes back to the whole lawyer and shark things, but lawyers don't really care. They just have to be capable and persuasive to argue one or both sides of a case. They have to be pretty much pulled away from and detached from many emotional part of it and how they would argue it if they were on that side. It's a very effective and very powerful exercise to do is to argue both sides.



For you though, the point is simply to be able to go through your beliefs and figure out where they come from, number one, why you have them is nice to know, but honestly, I don't care and you shouldn't either. It's what you are going to do about it. Where are you going to go with that belief? Are you going to continue to let it rule and dominate your life? Are you going to continue to let it impact your sexuality and the sex that you get from women or are you going to take control and own it? Make your beliefs your own. You choose your beliefs. You choose them. Don't ever put that on somebody else. Don't ever say, "Oh, they made me believe that." You are a conscious, living creature with full control over your brain.

Countering your fears, this is another exercise. I want you to list each of your fears that you have with regards to women and sex and dating, and I want you to provide a believable argument against those fears. Here we are talking about fears before we are talking about beliefs, so there is a difference here.

This is a list that you will be able to review. If you review it daily for 21 days, you are going to make a significant dent in overcoming a lot of the fears you have. Maybe your fear is "I can't seem to escalate with a woman past the first kiss. After that it gets really weird for me." So what is your fear? Really, dig into it.



For some guys, the fear is they are afraid of the unknown. They are afraid of “I don’t know what to do.” For other guys, it might be that fear of rejection, and the fear of unknown obviously comes under the fear of failure, that fear of failure, fear of rejection, fear of her perception, or whatever it may be. But dig down deep, go in deep as you can in that and really look at it.

When you’ve gone to that point, you are going to be able to provide the believable argument against that fear. Once you realize that, “Okay, so if I don’t escalate with her at all, I’m guaranteeing that she’s going to reject me. She’s going to get tired of waiting. It’s going to happen. I’ve had that happen to me.” There is your argument against it. Review that for 21 days and it’s going to sink into your brain and you are going to be able to act when the time comes.

Take a class and massage therapy. This might seem like, “What? That came out of left field.” At the very least, get a massage, so that you can get some physical contact or somebody can work your body a little bit because this is a big sticking point for a lot of guys is their bodies are very isolated. They don’t get touched enough. They don’t feel enough physical affection or even physical interaction with people. I highly recommend martial arts classes, but that’s a different kind of physical touch. Take a class in massage therapy because you will be able to use that skill with women, or maybe you will even be able to just go out and perform massages for people and you will get your experience with touching.



Humor, this is the one I like to do. It's a lot of fun and I do this with a lot of the guys that I coach. Randomly select news headlines. It could be out of the internet or off of a newspaper or whatever you want, and I want you to play with the interpretations on it. There is one actually. Actually, the guy I was telling you about before in the sexual humor part of communication, they do this as an exercise. It's a great exercise. Play with the interpretation of that particular headline because some of the headlines you are going to find out there are going to be like what can I do with that? Like man finds dog after three days or something ridiculous like that, well, what we can you do with the interpretation of that? Man finds hot dog after three days. Man finds whatever.

What we are practicing here is just kind of exercising that humor muscle. You are doing reinterpretation. Taking things from where it's literal, this is a big problem guys have is not to be able to veer off of what is literal. Take something that's literal like a headline and make it funny. Inject humor into situations that don't normally have them. Make it what you want.

Another great exercise, by the way, is to look up listings of movies, the synopsis or listing of movies. You take a TV guide or similar kind of book that shows what's going to be on TV or they give that little bit of description or blurb about what the show is about and you read that and you try and come up with your own title for it with some



really funny. You would be amazed. You would come up with some really funny stuff. This is actually a party game that we used to do. You take a TV listing and you come up with the level of synopsis and you trying to come up with a clever title for it, and then you figure what it really is. Another variation on that is that you create all those and you put them in a hat with the real one and everybody tries to figure out which one is the real one.

Watch the movie *Limitless*. *Limitless* is the name of the movie. It's a great movie I want you to see it because, well, first of all, it's very entertaining, but second of all, it gives you great example of the seduction in it. There is this Asian, the girlfriend of the landlord or she's the landlord of his building, and he starts using perceptual cues as his mind starts to click into gear and he basically seduces her based on it. It's a hysterical scene. I love it.

But it also gives you an example of how he navigates his social status up through the use of his intellect, how he connects dots together, how he works the system. He goes from being a slacker or wannabe writer, to somebody who is actually got potential, and that path through this drug, this mythical drug in the movie. It's a very good movie.

I always encourage guys, "You know what, read a lot of smut." What I mean by smut is Erotica or Penthouse Letters. Because even though



they are not necessarily turn-ons to guys, reading this stuff is like, “Okay, he put his cock in her vagina and thrusts and...” It’s kind of bland for us. We need to see the action happening. Their letters and things you read on Erotica are very, very erotic to women, and knowing that language is going to give you a different take on things. It’s going to give you a better ability to flirt through text, through email, and even audibly when you talk to women. You will be able to come up with words that are much more sensual to them.

I remember a guy wrote into me once when I had coached some guys on that, and he said, “Dude, just like being like a chick.” You could tell he’s stuck in his masculinity mode. He was like way over on Alpha mode. He needed to come back over and get a little bit of femininity in him, but this is one of those elements that little bit of femininity that will make you not sensitive, but you will come away with a much more increased understanding of what it is that women respond to, what their different template is their blueprint for attraction and for sexual power and what they see in it.

There are some exercises for you. Do each one of those. I really encourage you. I wouldn’t have included them if I didn’t believe they would really genuinely benefit you. Those exercises I consider essentials, especially when on the topic of sexual communication.



The next module we are coming up is sexual performance. This is a biggie. This is huge, and if you can't tell by now by the screen here, this is a lot of information we've got to go through. It's about every aspect that I can come up with that really matter in any ways with regard to sexuality and sexual performance, how to do it, what to do when you do it. So now, we are in the bedroom and we are going to get this thing down. We are going to take it from indirect sexual contact to the real act to all those little funky, kinky things we do on the side. So join me in the next section on sexual performance.

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