



**THE DIRECT
DAYGAME
BIBLE**

**HOW TO MEET AND ATTRACT
BEAUTIFUL WOMEN IN EVERYDAY SITUATIONS**

BY SASHA DAYGAME

PRAISE FOR SASHA DAYGAME AND THE DIRECT DAYGAME BIBLE

For three years I've travelled the globe alongside Sasha, from Buenos Aires to Berlin to Sydney – coaching, seducing and pissing myself laughing. With a big heart, fierce mind, sharpest of wits, I've watched as he changes lives and challenges all the assumptions and limitations that hold people in fear and mediocrity. His philosophy and methods are truly groundbreaking yet elegant in their radical simplicity. Much more than just a dating coach (although he is world class!), Sasha is a revolutionary comedian sage. He's shown me the true meaning of friendship, joy and commitment to the pursuit of absolute personal freedom. I would consider this book a "Must Read" for any man that is serious about achieving his potential with women, and life in general.

James Marshall

Founder and CEO of The Natural Lifestyles

Sasha Daygame personifies the term 'free-spirit' and he is a man who operates to the beat of his own drum. Like myself, he has a passionate devotion to helping single heterosexual men improve various aspects of their love life, their sex life, and their overall personal and social life. Sasha has the interpersonal communication skills to communicate with men from just about any country or culture, and he is very loyal and helpful to those he considers his close friends. I will always be appreciative of him inviting me to be a part of his brainchild, 'The Direct Dating Summit' weekend conferences for men. It has been a great experience for myself, my followers, and everyone involved. I highly recommend his eBook to any man looking for insight and wisdom on how to overcome and conquer approach anxiety permanently.

Alan Roger Currie

Bestselling author of *Mode One: Let the Women Know What You're REALLY Thinking*
Host of the Talk Radio Podcast Programs, *Upfront & Straightforward* and *The Erotic Conversationalist*

Having known Sasha for nearly a decade – our both having come up in Toronto, Canada, arguably the WORST market for dating in the English-speaking world – I have continually enjoyed his insights and (ahem) sense of humour ;) as well as his friendship and camaraderie. His skills with women have become legendary, and his abilities as both teacher and guide in this arena are first-rate!

Johnny Soporno

Creator of the Seductive Reasoning system for open relationships
Founder of The Worthy Playboy Institute

I have never seen any man (pick up professional or otherwise!) approach women with the same gobsmackingly ballsy charm that Sasha has. He's the man I respect most in the pick up community.

Hayley Quinn

Dating & relationships columnist for
Cosmopolitan, *Men's Health*, *The Independent* and BBC Radio

Sasha Daygame is one of the all-time greats! A real guy who cares about his students' progress above all. Sasha is the freest person I've ever known. Just from being in his presence you will finally feel it's ok to express your wants, needs, and desires – whatever they are! He will teach you to take ownership of life and your role as a man. His teachings have sent countless 1,000's of men on the path of social freedom. Finally a guy who women are turned on by! In short, do what he says and get what you want ;)

John Keegan

Dating columnist for *The New York Times*, *Marie Claire* and *Men's Health*
CEO and Founder, The Awakened Lifestyle

A great friend and ever-powerful speaker at The 21 Convention, Sasha is best-in-class when it comes to teaching men how to meet beautiful women during the day, and being direct about it - the way your grandfather would have approached, like a man. This rare combination is unique, absent in today's culture, and absolutely deserves your attention.

Anthony 'Dream' Johnson

CEO and Founder, The 21 Convention

DEDICATION

FOR
ISABELLE

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FOREWORD

What were you doing ten years ago?

I was travelling the world, attempting to discover what made the world's most charismatic people tick. I called these guys 'the One Percenters:' they broke every social rule, were widely adored and could get away with murder.

It didn't seem fair that some people were seemingly born with that talent.

I wanted to know what made them instantly magnetic so I could steal all their secrets for myself, step out of my introverted shell and become the most charming man on the planet.

That journey took me to some crazy places and I met some equally batty people. One of them is the author of this dating book you're about to read. He's a maverick, a force and a creature of persuasion.

A dating coach who does break all the rules: dressed like shit, sporting a paunch and funny as hell, it's fair to say Sasha is not like most men (or dating coaches).

For one thing, women love him. He makes them smile and laugh and they cherish him. He never saw interactions with women as adversarial but instead focused on making them feel part of a wonderful story.

Over the years I've lost count the number of times I've seen him walk into

stores and pick up girls - literally pick them up - and carry them off on his arms as their friends gleefully screamed.

Who does that?

Another member of the One Percent club, that's who.

And it was through this playfully bizarro behaviour that he understood the female mind. Years of hardship, risk taking and effort allowed him to build a system that anyone can use.

Where most guys would say a cheesy chat up line and get a sneer, Sasha would push it until he got a slap. Or a number.

Be happy, he's saved you a ton of work you won't need to do and a ton of mistakes you won't have to make. A decade of conversations, insights and philosophy for the modern man.

And you're holding the sum of it in your hands right now.

But this isn't just a massive time saver of unconventional advice, it's a book of practical magic that'll change your life and transform your personality.

It'll give you the tools to meet beautiful women and make them shine by being your best self. You're going to learn how to break all the bad habits that have kept you stuck and replace them with the life skills that lead to adventure, romance and excitement.

If you're ready for your life to seriously change, then I suggest you consume every morsel, apply every nugget of wisdom and, most importantly, take action to put it into practice.

This is your make or break moment. The only way you can screw this up is by not following the steps he's laid out for you and getting complacent. Don't be that guy.

Be the swashbuckling risk taker you were born to be.

And after you've met the girl of your dreams, I'll have another member of the One Percent Club to meet.

Marcus Oakey

CEO and Founder, YourCharismaCoach.com

PREFACE

Although 'Sasha Daygame' was born out of the 'Pickup Community,' those who know me are well aware that I have been gradually distancing myself from it due to the absolutely massive amount of horseshit and marketing involved. They are also aware of my distaste for 'community lingo.' I realize that many guys from the community will be reading this book and for this reason, and simply for convenience, I will use a few of the community terms throughout this manual. However, for the normal folks – as well as my own sanity – I shall keep this to a minimum.

As you can imagine, opening 'sets' of women, so you can 'DHV' them long enough to isolate, only to run into 'LMR' on the 'end game' is not a regular discussion you should be having if your intention is coming out of the other side a normal guy. Furthermore, it should be quite obvious to anyone with just a few brain cells that the language we use forms our beliefs and attitudes. So referring to women as 'targets' or 'sets' and 'closing' for the sex act is not only offensive to exactly the group of people you're trying to connect with, it dehumanizes women and likens them to cattle. Well, they're not cattle – they're HUMAN BEINGS just like you and me. I know it's hard to believe, but it's true. They're people. Let's treat them as such!

INTRODUCTION

Men have been stripped of their masculinity. Modern society has neglected to show or teach us what the role of a man really is.

We as people have lost the rites of passage that showed guys how they were supposed to become men.

In past cultures when a boy came of age, his father or tribe would leave him in the wilderness to fend for himself (or fight a bear or lion).


It doesn't have to be this extreme. But I'm pretty sure that once you've killed a grizzly, the prospect of approaching a woman isn't quite as terrifying!

Men have allowed this irrational fear of rejection to overwhelm them and this has led us to become weak. Society doesn't teach us that men are supposed to lead, to be fearless, and to go for what they want. Nobody tells us that rejection isn't going to kill us, or that failure is a part of leadership and nothing to be feared.

Instead, society places value on material objects like money, clothes, and cars. These are what men are trained to acquire and showcase to prove they're worthy of a woman's attention.

Others use status, connections, or other external sources of 'value' to show off and get the attention of females.

There is no emphasis on accepting yourself, finding your passion, or becoming a worthwhile human being. So is there any surprise this generation of men is likely the



weakest
and
least
masculine
the world
has ever
seen? When
you have no
role model of masculinity
and you hang your self-worth
on external objects, you never
discover who you really are, and you're
building the foundation of your manhood like a
house built on a deck of playing cards.

And, of course, you still get shot down despite having those external items or skills you've acquired! This affects you because if you use external factors for validation, you never build yourself up enough to deal with so-called 'rejection.' This rejection hurts you because you don't actually know who you are or what you stand for.

In this book I hope to show you the way forward so that you can find out who you are and build your self-esteem on a foundation of STONE that will stand the test of time. This way, you will attract amazing women into your life that will love you for YOU and your life will be full of women until your death as an old, happy man. Not a frustrated chump who never achieved personal greatness.

That's why I wrote this book – and it's about time I did! I know I'm overdue because my fans keep yelling at me to do it. Even though I've already helped a lot of people who have seen my YouTube videos, I hope this book will reach even more people than that. I think you're going to do well. Hell, if you were smart enough to buy this book I suspect you'll be all right!

I've written down the most important things I've learned over the last 8+ years. Some of these things you may know, some may be new. Be aware that everything in this book is stuff I've learned personally, the hard way. It's not just stuff I made up because it seemed to make sense – I'm speaking from experience. So even if I repeat myself, the truth is the truth, and certain principles are worth repeating. I sincerely hope you get what you want out of this book and that you have the will and motivation to apply what you learn. It is enough to change you into a powerhouse of a seducer, and one hell of a man. Ok – let's get crazy!

CHAPTER 1



MINDSETS

Let's begin with a question:

Do you want to be able to approach ANY beautiful woman you see – and talk to her like a boss?

Do you want to be able to connect with women to the point where you'll have several girls calling you up and using you as their booty call?

Do you want to have a beautiful girlfriend who is totally into you, who makes you dinner, rubs your back, and loves every minute she spends with you?

Gimme a "Hell YEAH!"

That wasn't loud enough. Seriously. Wherever you are right now, I want you to yell "HELL YEAH!!!"

Do it.

Take 3 seconds and do it right now!

....

Okay, how did that feel? What's that? You didn't do it? Why not? Wait – I already know. The reason you didn't yell right there is the same reason you're not getting laid as much as you wish you were.

You care what people think.

Wherever you are right now, you were worried that people might hear you and think you're crazy or too loud.

And as long as that remains the same, you will never succeed with women the way you want to.

Have I got your attention?

Good.

Don't worry though, I'm going to help you with that.

For the 5% of guys who actually yelled right then – good for you. I'm going to turn you into a MONSTER!

Alright:

A lot of you guys reading this are going to be gung-ho, rush through chapters and get revved up, and you're going to go out there and talk to women. That's good.

However, for many of you – it will go well for a day or two, or maybe a week. Then you'll eventually lose steam and go back to your old patterns.

Sound familiar?

If you ask me, the reason why men go back to old habits isn't because they haven't got the right books or looks or clothes or any of that bullshit.

It's because their wiring is wrong. 'Inner game,' mental state, mindsets – whatever you want to label it – is crucial.

If there's only one chapter you read from this book – it should be this one. I really want to drill this into your head because it doesn't matter to me if you never get laid or get pussy every day of the week, but you paid for this book so I'm going to give it to you straight.

If you're living your life with the wrong mindsets, you will never fulfill your potential on planet earth. Not in this lifetime. Your mindset controls every aspect of everything you do. You ARE what you believe. If you think you don't deserve to get hot women, be successful, or make a million dollars – you never will. So believe me when I tell you – this shit isn't just important – it's crucial.

That being said, I'm going to cover some fundamentals on mindsets:



Why women are bored



How society screws us over



Sasha's core beliefs

It's easy to read on a piece of paper or computer screen, but a lot more challenging to internalize. Especially if you're one of those guys that has been trained to be a worker drone.

If you want to confidently step into your masculinity in a way that will not only benefit your game but also improve your overall life, then read on.

MINDSET 1: **WOMEN ARE BORED**

OK idea numero uno: WOMEN ARE BORED!

In society and in life, women are shit-bored. It's as simple as that. Fundamentally they are living mundane lives.

Susie gets up, has breakfast, and takes the bus to work. She talks to the same colleagues all day long, then maybe she'll meet with girlfriends for drinks after work. She takes the bus home. Has dinner, maybe reads her romance novel a bit, then goes to bed. Wakes to repeat it over again.

This is your average woman's life. Susie could be the nicest girl in the world with a rack to die for, but the truth is she's going to interact with the same social circle, rarely meet new people, and from that will only have one or two "real" conversations a week maybe.

Tons of women, especially beautiful (like model-standard stunning) women, tend to avoid nightclubs because clubs attract the same types of asshole men these women want to avoid.

That's one of the great aspects of meeting women during the day (aka "daygame"). You can talk to women whose schedules don't permit them to stay out late because, for example, they've got a big audition the next day. Women such as: real models, dancers, or actresses. I.E – the hottest 5% of women.

So because women are bored, and beautiful women are even more bored, (and not going out at night) that leaves the game wide open for a guy with a pair of balls.

If you approach an interaction with the mindset of “I’m fantastic. Meeting me is the best thing that’s happened to her. Not only today or this week, but potentially ever” then you are going to *make her day*.

Hardly any man will approach her without either posing as a friend or hitting on her with some lame-ass line.

But if you’re a genuine man, you’ll give her a legit compliment – straight from your *balls* – and you will make a powerful impression. (You must **ONLY** ever give compliments you mean – we’ll get to that in detail later.)

If a woman’s spent an hour fixing her hair, putting on makeup, picking a sexy outfit, tried on 6 pairs of jeans to see which one her ass looks best in – do you really think she doesn’t want to be complimented? Get real. If anything, the majority of women are wondering why guys never approach them. (And if men do approach, women are wondering why none of them are authentic.)

Now, I want you to count from 1 as soon as you start reading this next sentence. Ready?

“Excuse me miss? Don’t panic, I’m not crazy. You’re absolutely gorgeous. I just had to meet you.”

Okay – how long did that take? Yep, about 5 seconds.

It took 5 seconds to make that girl’s day.

I promise you – that will likely be the most exciting thing that’s happened to her in a while. Why? Because women are romantics and they want that story of a man who had the balls to go up to her and speak his mind. It’s that Hollywood film starring Hugh Grant come to life. That’s why I call it a ‘Hollywood movie moment.’ Remember that, it’s important.

STORY TIME:

Years ago, sometime in 2010, I was walking past Waterloo station in London. This woman passed me who was unbelievably beautiful. I’m using the word “unbelievable” because that’s exactly what I felt when I saw her. She was wearing nothing. Like, the least amount of clothes she could be to not get stopped by the police. She was coming from the gym. She had this short

little crop top just barely covering her tits, they were just peeking out the side. Perfectly flat stomach exposed. Tight little leggings. My mouth actually dropped open as she passed. I actually felt FEAR and I hesitated for a moment. Then I remembered that I'm a fucking man – and I grabbed her arm and said

“Excuse me.... What are you doing, are you CRAZY??”

And she said “What?”

I said “Look at you, Girl, you look way too sexy to be walking around the streets, I mean, this is ridiculous. Men are going to be fighting over you, crashing their cars all over the place - I mean WHAT THE FUCK – you look too hot woman! You're a danger to society – you should be in fucking jail!!!”

SHE LOVED IT

And you know what she did? She grabbed my arm and took her with me to the boots chemist. She asked ME on an instant date and we went off. We hung out, sat in the park, then went off to get a drink.... I was in!

The rest of the story gets complicated (and I'll save that for ANOTHER book) ... but the point is this:

I didn't do any magical shit to get that girl (who turned out to be a professional model, by the way) to go out with me. I just had the balls to approach her, in an honest and direct way. I said what was on my mind – **STRAIGHT FROM MY BALLS.**

That's it.

And me stopping her like I did makes for a great story, right? A Hollywood moment. Because I was a fucking MAN – not a little bitch.

Think about how this changes the overall circumstances of how you met...

Which one is a more impressive story:

She was hammered in a bar, and you were too, so you had the ‘Dutch courage’ to hit on her...and then you woke up next to each other after some sloppy drunk sex you don't really remember? (Oh and the next day without your beer goggles on, that perfect 10 was actually a 5 in a tight

dress with lots of makeup!) You have a really awkward conversation where you realize you don't remember each other's names, and never see each other again.

OR:

You were so compelled by her natural beauty, you approached her, sober, in a café waiting for her coffee. You had to find out more about her, so you invited her to join you for a coffee. She accepted, you chatted for hours, had a great evening together, and then just “ended up” in bed together. You wake up and have amazing sex again, go for breakfast, and agree that there is a real connection there. You exchange numbers and agree to meet up again soon.

Which story will she want to tell again and again to all her friends?

Even if she has a boyfriend or husband and it didn't lead anywhere - who the fuck cares? She'll still remember you and tell her friends or boyfriend about this dude who had the balls to approach her in such a straightforward manner.

In the worst case, you've made her day. In actuality, you might make her month, her week, or her year.

Once, a woman told me my approach was the most exciting thing that's happened to her in her whole life. (I know what you're thinking – am I THAT good, or did she just have a sheltered life? I'll leave that one to your imagination...)

That being said, I cannot over-emphasize the importance, the absolute POWER, of approaching a girl in an honest, straight-forward manner. It can't be over stated.

Sasha is truly a game changer for me in more ways than one. I got out of a very serious three year relationship and pretty much hated myself for the better part of a year and a half. I tried all these 'games' and 'techniques' on getting women and none of them worked or most of all – none of them seemed natural. Then a good friend of mine showed me Sasha's stuff and WOW what a game changer. It's all about loving yourself and giving that love to a girl and making her feel great about herself and building a natural connection. The best part is though I'm not pulling in all the tail in the world (which is not to say Sasha's movement doesn't work, I just choose not to sleep with many women), I am still making girls' days and in the process making myself feel even better. I can't tell you how much Sasha has really helped me! He's the man! Plain and simple.

- Marco

Value

What is value? Value is anything you give a woman that she wants or needs. It means creating a “Hollywood moment” and making time stand still the first time you meet. It means being knowledgeable, passionate, interesting, and playful.

‘Value’ is anything you offer another human being that is good and worthwhile. If you teach them something, offer a fun conversation, or just connect, then you have just given value.

An ideal woman shouldn’t be materialistic or place a high value on money. She should value, first and foremost, a man who understands himself and understands women’s needs. She values a man who is emotionally connected to her and can take the lead.

The financial element is just a part of the puzzle. Being a leader means being able to take care of all her needs. Psychological, physical, and the like.

So from the first meeting to the first date to the first time you take her to bed, you should project all the qualities of a real man. She should enjoy your company. Your presence itself should equal value.

That’s why it’s so important to work on your overall life. Getting laid on its own doesn’t have nearly as much value to women as it does to us. For the average guy, getting laid is the end all. “Whoa bro, you had sex with her? Awesome! High five!”

Not so for women. Being comfortable with who you are, having your shit together, having a sense of humour, having integrity, being a complete man – that is the greatest value you can offer.

So my point is: When you develop yourself into a complete package – a package other human beings WANT to be around – then your mere presence is a gift. They’ll want to meet you.

So that’s the first big idea: Women are bored. They lack value-givers. Use it to your advantage and remember that by giving her a strong first impression, you are showing her that you value yourself enough to be authentic with her. That’s a critical first step!

MINDSET 2: SOCIETY IS DISEMPowering

When Fred rolled in with his Porsche and sharp suit he thought he'd be a hit with the women. However these women had seen it all before and had Ferraris and Porsches of their own. He went home empty-handed.

Do you think society at large has your best interests at heart? Stop a minute and really think about this. No really. I want you to stop and think. Does the system WANT you to be happy? By system, I mean all the core components and people that run your society. If you're in any Western country – that means the government, corporations, newspapers, bankers, lawyers, doctors, teachers, factory workers – everyone.

If you thought about it and you said YES – you are either a fool or an optimist. Or an optimistic fool.

I'm an optimist myself – but I recognize a fundamental truth I believe all human beings need to understand:

Society does NOT want you to be happy.

Society doesn't support you finding your self-worth or discovering your role in the world. It just wants you to follow the system, obey the rules, and pay your taxes.

It sanitizes the free spirit in you - the MAN in you. So we just stay little boys running around trying to figure shit out and doing what we're told.

This is why society is DISEMPowering. It wants you to be a worker drone so you labor and make money for someone else.

Here's what you're basically supposed to do:

It doesn't want you to be a great leader who follows his own path and shows other people how to be leaders.

You know why?

Because leaders don't obey the rules.



Leaders don't just get a job, pay their taxes, and keep their mouths shut as corrupt governments, corporations, and their masters exploit human life for profit. They actually DO something.

And that's dangerous to the status quo.

Anything that's dangerous to the status quo is removed, ignored, or destroyed.

Don't believe me? Look up "Essiac cancer cure" or "Nicola Tesla" or just "top 10 suppressed inventions."

Oh, and if you think I'm "crazy" right now – that just proves how brainwashed you really are.

Only when you realize society doesn't have your best interests at heart can you begin to make changes where you can actually get ahead and achieve what YOU want. Only when you shed the illusion of what "normal" is can you truly find happiness. Only by waking up, smelling the coffee, and realizing that following the system is never going to make you happy can you stop chasing your own tail and get what you want. Otherwise - you'll be waiting until you're six feet under.

MINDSET 3: **SASHA'S CORE VALUES**

Alright, so we arrive at the Core Values portion of mindsets. Core Values are the principle mindsets you should internalize which will not only make you good with women but also make you a good human.

There are seven Core Values I want to share:

- Authenticity
- Being in the moment
- Having courage
- Assuming attraction
- Being curious about women
- Being playful
- Indifference

These seven are key components to integrate into your mindset because they are liberating. If you really make an effort to live your life according to these values, they're going to free you from the disempowering beliefs controlling your life.

Authenticity

There's a phrase which circulates in hip-hop culture and that's "Keep it real."

Once upon a time a famous rapper was asked to give his fans advice on getting into the industry.

This rapper just said, "Do yo thing." It's three simple words, but they have had a huge impact on me.

Thankfully, I didn't pursue a career in hip-hop, but it did give me some insight into other areas.

If you love what you do and you're passionate and authentic with it, then you will absolutely reach success.

So the question is, what is it you love?

Being authentic is speaking and living your truth. So be honest with girls as to why you're there and talking to them. Women love 'real' guys because they're sick and tired of inauthentic guys.

Inauthentic guys believe that in order to meet women they have to act like a big shot or show off. They have to get into the coolest nightclub and buy drinks all night. But they're just doing that for attention and to impress females.

Women are tired of this.

So many men never express their genuine intentions because they're terrified of any rejection. They instead hide behind an indirect (inauthentic) façade and never say what they're feeling. Their egos are too delicate.

This is how men find themselves in the "friend zone." They approach a woman acting like her buddy and get mad when she treats him like one.

Do you secretly want your male friends to suck your dick? No? Well if you

want one of your female friends to suck you off, then I have news for you – she's not just a friend to you.

Quit being an indirect, inauthentic pussy and just say:

You're sexy. I want to get to know you.

If you feel it, say it. Being direct means you're not hiding your intention like some creep. It means not talking about the weather when all you really care about is getting into her pants.

How do we really know if we're being ourselves? Be honest and tell her what you're really thinking.

As people, we'll always have parts that work well and parts that need improvement.

You could have the most beautiful, fit body in the world, but if you think you need to show off your muscles to get women then you're not being authentic.

That's not being authentic because you're not relying on your character to attract women. You're using a crutch.

Ultimately it comes down to this:

If you don't believe in yourself – why should she?

There's a difference between improving yourself and pretending to be someone else. So don't be a fake even if it takes days, weeks, months, or years to improve.

It took me a very long time to get where I am, but now if a woman ever 'rejects' me I just dust myself off and keep going. Sure, I'll still feel a sting sometimes (for about 10 seconds!), but it's a small sting because there really is no rejection for me – just exploration. When I approach a woman and I'm being myself, I'm checking to see if she's a match for me. If she's not interested in me, she's not a match. Why the hell would I want to invest my energy into a woman that doesn't even want to talk to me? I only like women who like me – or at the very least, are open minded enough to talk to me for a minute or two. It's as simple as that.

Presence (Being in the Moment)

Technology has a lot to answer for. The internet, cell phones, mobile apps, and all that shit make it so hard for us to allow ourselves to be in the moment. We're always sending, clicking, playing, doing. It never ends! Ever had someone check their phone every 2 minutes when you're trying to hang out or have a conversation with them? It's SUPER annoying. It seems NOBODY is in the moment these days.

If you take up an activity like yoga or cycling, it helps to clear your mind. You're not concerned about the future or the past.

Being 100% in the present is attractive. It's sexy. It's downright seductive. When you talk to a woman, your conversation is going to flow naturally because you aren't planning or worrying about what she's thinking. Women can always tell if your mind is elsewhere. This means you're worrying about stuff and is actually a sign of weakness. The alpha male has his shit together, he's not worried about anything. He's too busy enjoying himself. Before I became Sasha Daygame, I struggled with this a lot.

STORY TIME:

One time, in my shitty flat in London around 2010, I'd just brought this girl home. We had a really fun date and I'd suggested we head back to my place for some fun. She was Asian and very attractive... I was quite impressed with myself and really looking forward to hooking up with her. We were fooling around and eventually we starting having sex. Then the weirdest thing happened – I wasn't really enjoying myself. It felt good, but even as I was inside her I was too busy worrying to really enjoy myself. She was HOT! But I was thinking about everything BUT the moment.

Is she having fun? Is she going to want to see me again? What if I want to see her next week? Do I have time to see her next week? What if I don't have time to see her and then she meets another guy and doesn't want to see me again?

RIDICULOUS! Why put all this energy into getting laid when you're not even enjoying it? We, and I really mean ALL OF US, must constantly work on being in the moment so that we can get the most enjoyment possible out of our lives – especially our dating lives!

If this is something you struggle with, find some activities that bring you into the moment and do them regularly. An amazing tip is this: Try and give 100% of your attention to whatever you're doing. Ever notice that sometimes you're doing some simple (even boring) activity, like washing the dishes, doing laundry, or even walking and your mind quiets down and you reach a sort of Zen-like state? Or maybe find yourself just staring at someone as your eyes relax and criss-cross? Well, that's it! You're in the moment. THAT is meditation right there! This is why many people pursue crazy extreme sports etc. When you're jumping out of a plane – YOU ARE IN THE MOMENT! Because there is only one moment – surviving!!

Any physically strenuous activity generally puts us (to some degree) into that state:

- Yoga
- Dancing
- Sky-diving
- Martial Arts
- High Intensity Aerobic exercise (running, skip-rope, HIIT, etc.)
- Weight training

Or, something creative that takes up your focus:

- Drawing/painting/sculpting
- Performing (stand up comedy, poetry, music)
- Reading (for some)

You don't have to jump out of a plane to get into the moment, but it's important to find things that calm your mind – then you can get into the habit of it.

Having Courage

No one is born braver than the next guy. Do you really think one sack of gooey-soaked flesh comes out better than the other? Courage is something you develop through life.

When you realize that taking chances means that good things happen, you become courageous. And you can do this at any point in your life, no matter if you're a single 20-year-old or a 50-year-old divorcé.

When you shy away from risk and become fearful of stepping out of your comfort zone then that's when you train yourself to be a coward.

Women don't want men who don't have the balls to talk to them because if you're too chicken shit to do even that, then how are you going to ANY of the things you'll need to do to be with her? To protect her?

How are you going to defend her honor? How are you going to fight off the bear or even pay the bills or stick up for her or do anything when you haven't got a fucking pair?

If you can't become that man, you'll never be the man she wants because she'll never trust you – or be attracted to you. Women don't trust weak men and they're not attracted to them. Being a wuss is a one-way ticket to nowheresville.

The only way forward is to develop that courage. You gotta grow a pair, bro. But where to start? Start by taking those small chances. Take baby steps. Approach one woman, give one authentic compliment, take one chance.

Then another, and another, and another until it becomes a part of you.

Until you grow a pair, you'll never end up with a quality woman.

Hey Sasha! I'm sending you this email to show my appreciation for what effect you and your work had for me. About 3 hours ago I approached the hottest girl I have seen in the mall. I smiled to her and she replied...I took my pussy body to her and asked her name and talked to her. It was the first time I did this...I'm 19 years old...she is older than me...I don't care...all I wanna say is that I felt like I was high...after this thing I want more! It feels so good...so sexy...so natural...thanks again man...I wish I had the money to go to one of your boot-camps...as soon I will have my own shit I will meet you...till then I wish you all the good luck in the world.
With respect,

Andrew

Assuming Attraction

Your behavior reflects what's in your mind. If you think you're ugly, you're going to act ugly.

Even Brad Pitt wouldn't get a date with a blind woman if he believed he was ugly.

But if you assume she's attracted to you (because you give her value and you're an all around amazing man) you are going to behave in a way that creates attraction.

Your conversation flows. Your body language correlates. You smile and you're more open.

If you believe it, she'll believe it, and it becomes your reality. The odds increase in your favor.

One of the most attractive characteristics you could adopt is to just go for what you want. Very few people actually try and get what they want.

By assuming attraction, what you're communicating to her is that you're a man who's used to having women around and by just approaching her you're a man who is used to getting what he wants.

You're taking the lead, essentially. That's your job. When you lead, women will follow. That's their job.

Being Curious about women

Hands up, who likes women?! We all like women, but do we really love them? Do we want to make their day? Are we curious about them?

If you're a man who really wants to be with women, you need to know about them. Not just because it boosts your chances of getting laid, but because you genuinely want to know what makes them tick and because you are looking for more than just a fuck. You're looking for the one.

It's like a writer who hates writing. How successful would he be? If he was some kind of genius maybe he could still pull it off, but probably not! It doesn't make sense for a guy who loves women not to be curious about them.

So many guys are looking to get laid and nothing more. Although you can go out and just fuck, eventually you'll discover a couple of things. Both are obvious, but I mention them out of necessity. First, a lot of women are looking for more than just sex. If you go out looking for just a fuck, you're limiting yourself from a lot of amazing women who are looking for a deeper connection. Second, sex is a lot more enjoyable when you have a

connection with a woman. This should be self-evident.

I think a lot of guys don't concern themselves with this for a couple of reasons. First of all, they are so fucking horny and desperate they are just trying to get laid. I can understand that, I've been there myself.

Secondly, guys don't really know how to connect with women. If they knew it was possible and what the benefits were, I believe a lot more of us would be trying for it.

Okay so... why is curiosity so powerful?

Everybody loves talking about themselves. Everybody loves it when someone is interested in them.

A woman wants to feel that you are interested in actually getting to know her. That you're interested in her likes and dislikes. Her thoughts, points of view. What makes her tick. What turns her on? Who is she?

"Hey, you know what? I'm curious about you..."

Taking a slice out of your time and investing it to learn about someone gives them a fuckload of value. It's validating them and saying "Yeah I think you're worth my time and energy to get to know".

Obviously, you need to feel that a girl is worth your time and energy to get to know.

Conclusion:

By showing a genuine interest in women, you will have more options and find women that you truly connect with. This opens up the possibilities for more lovers, deeper connections, and just WAY MORE of an awesome time.

Being Playful

Another massively under-appreciated quality is playfulness. Nothing gets things going better than a bit of innocent, light-hearted fun!

STORY TIME:

One time there was a beach party and everyone was partying and dancing at this bar. It was during the day and there was one really super hot girl and she was wearing almost nothing and having a great time.

I was just so grumpy and I was staring at her and I thought "I'm not in the mood for this, but fuck it I'm just going to have fun here."

So I took a squirt gun. I stood near her, took aim, and squirted her with the gun. When she looked at me, I did the "I'm innocent" face and pointed to the guy next to me.

She laughs, comes over, and then I just start having fun with this girl and we started squirting other people. We were dancing together and had a ridiculous time.

Eventually we hooked up, picked up an even hotter girl together, and we had a lot of fun that day. It was a real adventure! And it all stemmed from me deciding I was going to have fun and enjoy myself above all else.

Self-amusement is a huge part of being attractive and emitting the energy that draws women to you. Even if you bomb out, do you ever really lose if you had yourself some fun? Of course not!

Conclusion:

By being playful you're showing women you are in touch with your inner-child and are comfortable letting loose and having fun.

Indifference

Indifference is the one thing you must have to achieve any real level of success with women. If you let other people's opinions or reactions affect your behavior, you will always be changing your own behavior to make yourself liked by others. Unfortunately this ALWAYS backfires because if you're pandering to other people's wants and needs you seem weak and desperate. You're not doing what YOU want – which always leads to misery.

If you don't develop this facet, you are doomed to failure. I always spend a full day getting people to be indifferent on my courses... only once that is out of the way can the learning truly begin.

I must thank you again, good sir! Last time I was thanking you for helping me on the approach; you made me realize that its okay to hit on girls. Now I want to thank you for getting me through much more difficult obstacles and even worse limiting beliefs. More importantly, I want to thank you for setting me on the journey to meeting my current girlfriend, who is freaking AWESOME! And honestly, your advice was there for me every step of the way. I can see SO many times where, if I hadn't read your articles and watched your videos, I would have blown the whole thing. Honestly, going all the way with this girl took a lot of hard work, a shit-ton of persistence, and the use of nearly every single bit of advice that you have made available to me. Even more importantly than helping set me up with both the hottest and coolest girlfriend I've ever had, you've liberated me from nearly all of the things that used to hold me back from hitting on girls and getting physical with them. Though this relationship is going great right now, even if it doesn't work out, I now know that I'll be fine and that this success can be replicated.

- Kim

Chapter one ends!

Whoa! That was a big first chapter :P

Hopefully now you have an idea of what parts you may need to work on to become a baller. We'll get deeper into a lot of those principles in the book – so don't panic! One step at a time.... :)

EXERCISE

Compliments from the Heart

For the next couple of days, Give out 10 genuine compliments to the first 10 people you see each day. It can be a guy wearing a cool shirt, the really friendly girl who serves you coffee every morning, or a work colleague who knocked that presentation out of the park. As long as it's real and you mean it – say it!

–Don't forget your Missions Pack bonus, which contains more exercises for each chapter!

Recommended Reading

See [Eckhart Tolle's A New Earth](#) for mastering the ability to always be in the moment.

Finally found the woman of my dreams! We've been dating a month and it's all thanks to you!

-John C.

If I ever see you again, I owe you a beer. I got laid with 3 different women THIS WEEK!

-Brad A.

I took Sasha's bootcamp and had a complete blast over the weekend. I was just so happy I was able to approach whatever women I wanted by the end of the weekend. I was elated that I'd gotten a couple of phone numbers... then at the end of Tuesday (our third session) I went on an instant date with this Spanish dancer. At 2am I called Sasha and had one of the happiest phone calls of my life... She'd come round to mine and we had a night of AWESOME sex. I'm not fucking kidding! AWESOME DUDE!

- Duncan L.

CHAPTER 2

OVERCOMING SOCIAL PRESSURE

Your time is limited, don't waste it living someone else's life. Don't be trapped by dogma, which is living the result of other people's thinking. Don't let the noise of other opinions drown your own inner voice. And most important, have the courage to follow your heart and intuition, they somehow already know what you truly want to become. Everything else is secondary.

Steve Jobs

Most people are not living their lives the way they want to. They aren't behaving as they would actually like to behave, aren't saying things they would like to say, aren't doing things they would like to do, are doing things they don't want to do, and, overall, are settling for what can only be described as a mediocre existence.

The number one reason for this is...

Fear

Specifically, the fear of being judged negatively by other people.

Because of this fear of judgment, there is a social pressure we feel to conform to the norms of the culture we're living in. This pressure influences us to seek approval from our community and avoid disapproval.

There are two types of this social pressure:

- Regular social pressure, and
- Societal pressure.

Regular social pressure is, quite simply, the pressure we feel to behave in a certain way because of what other people in our immediate vicinity may think about us.

Societal pressure is all the pressure we feel to pursue a path in life that is

deemed “acceptable” by others. This comes from your parents, teachers, mass media, society, and so on. Ever hear someone say, “Hey, you’re turning 30. Time to settle down?” There you go. Or how about “You’re not going to be a slut and sleep with that guy are you? You just met him!” There you go again. It’s everywhere, it controls us, and most people aren’t even aware of it.

Social and societal pressure are virtually the same thing – so I will use the terms interchangeably.

Whether they realize it or not, a lot of people are limited by their obsession with what others might be thinking about them. Imagine some movie where a teenager needs to get condoms. It’s awkward. If there are a lot of people in the line he’s nervous and doesn’t want to buy the condoms because people will think, “Oh, you’re a dirty bastard for having sex.” This would be an issue in real life too, especially if you have had issues with sex.

In seduction, the limiting beliefs you have about yourself will reveal themselves. As an example, you see a hot girl and think, “Wow! She’s amazing! I want to meet her,” but you’re worried about what she’s going to think if you go and say hello. She might not like what you say. You might run out of things to say and she’ll think you’re a buffoon. Perhaps you’re interrupting her and maybe she’ll say, “How dare you approach me!” Maybe she’ll think you’re an asshole!

Whatever it may be, you worrying about what she’s thinking prevents you from taking the action you need to take. In this case, the social pressure is coming from an individual. Now let’s say you’re in a restaurant and there’s a girl you want to talk to, except this time she’s sitting near a group of people. You feel you shouldn’t approach her because “what will those people think?” How will these people you’ve never met judge you for being social and/or trying to pick up this girl in front of them? What if they realize you want to have SEX with her? How dare you approach her in a public place!

Social pressure is basically any situation where there are human beings around whom you let affect what you will and will not do. If you’ve ever been afraid or cautious to act out of your intentions because there are other people around who might think badly of you, you have succumbed to social pressure.

This keeps most guys locked in a prison of their own mind. It prevents men from meeting women and deprives women the pleasure of meeting real men. This is what keeps most people on the planet from living the lives they want to live. How many people do you know stuck in some boring, horrific job only because they are worried about what their parents/friends/co-workers would think if they quit it to pursue their TRUE calling.

The suffering is endless.

If you want to become a man – a real man – you need to realize that it's all just in your head. You think it's real? You think everybody actually cares what you're doing? Well guess what: NOBODY GIVES A FUCK about you. Everyone around you is so desperate to be accepted and too busy trying to conform and avoid judgment to even NOTICE what you're doing. Even if they did notice, you think they're going to SAY anything?? Most guys don't even have the courage to approach a woman and tell her she's beautiful. Do you think anyone has the balls to come up and challenge you when YOU do it?

These thoughts are not just irrational – they are delusional. In seven years, after approaching an uncountable amount of women and having lovers from dozens of countries – this has happened ONCE. One time in 2010, some guy told me to leave a woman alone. And guess what? He didn't like me re-opening a girl on the street because was one of those half-crazy guys, fuelled by anger, who probably hadn't had sex in 5-10 years.

People are weak, passive, dumbed down, and mainly absorbed by the trivialities of survival and mere existence. Except for maybe your mother, nobody gives a fuck about you. (In a lot of scenarios, she probably doesn't give a fuck about you either ;)

And yet you let this irrational fear of judgment prevent you from getting some? WOW!

Social pressure, if left unchecked, will ruin your life.

The funny thing is, we're not born this way. This whole mental prison is self-imposed. Think about it: were you always this way? I don't think so. Little kids don't care what anyone thinks! Ever seen a kid just jumping up and down, all naked and happy, in a room full of people like there is nobody

else around? Do you think he cares what they think? When you're three, four, five you just do whatever you want. You say what you want to say. That's why sometimes it seems that kids say something that's inappropriate and the adults go "Aww, he's just a kid. She doesn't know what she's saying!" But the kid knows exactly what she's talking about. She's not being inappropriate. She's just being honest! A 3-year-old doesn't worry about what anyone else thinks, but as we get older we start adopting ideas from society about what's acceptable and what's not.

When you reach about six or seven years old, you recognize that there are other people in the world. You realize you're a separate entity. Then you realize that you're you, they're them, and you start forming an identity of your own. That's when you start caring what other people think. That's where the problems begin!

Ever observe old people? They just stop giving a shit at a certain point and do and say whatever they want. They've returned to their child-like state of mind.

Isn't it amazing that the only time we're truly socially free is just after we're born and right before we die? Should we really suffer in a psychological prison for the majority of our time on this planet?

Most guys are so worried about what she's going to think, what other people are going to think, that most of their behavior is adapted to an assumption of what other people might consider 'acceptable.' Most of these assumptions are usually massively over-exaggerated or just plain wrong. Many men avoid possible negative judgment by avoiding beautiful women altogether! How ridiculous!

If you're a clever dude, you're thinking "Okay, I get it, but how do I deal with this?"

The best way to deal with social pressure is to eliminate the 'ego.'

Yo yo yo, Sasha! I just wanted to fucking THANK YOU for all the words and life experiences you share with us be via YouTube, the blog or the podcast. (I love your podcast series more than the others btw, you should do more of these. They are fantastic!)

To be specific, I just love the way you live your life without caring what others will think about you and but because of that, I have made BIG changes in all areas of my life. I just feel that our parents and family always plays a major role of us being a retarded and having a shitty life by discouraging us and just not letting us do what we love doing, and thanks to you, I have broken all the "handcuffs" that most of the time, they put in us.

Now I'm just starting to experience all the awesome things life has to offer when you just get off your BUTT and make strong decisions without letting others fuck your path. I just love it. I'm right on my path of being a musician and now I have true friends, quit my shitty job and started doing what I love and the women just started to flock everywhere now that I'm just enjoying life.

And all of this just because I got off my butt and believed in what I love and started doing it. Thank you one more time and if you were here, I would kiss you (no homo) just to express how much I appreciate the twist you helped me make in my life.

From your friend from Brazil,

-Rafael.

The Ego

What is the ego? The ego is the part of you that thinks you're SO cool. It's your brain's idea of who you are. For example when you tell yourself "I'm smart" or "I'm good with women" or "I'm good at sex." So if something challenges this idea you have of yourself, it's uncomfortable because it's challenging your identity. It's very difficult to do anything that challenges our ego. That's where the problem lies. In reality, you are not your ego – you are a being that is much deeper, more powerful, and wiser than any 'brain' (but that is diving into some deep-ass spiritual shit, which I'll save for another book!)

Ultimately – you are NOT those thoughts of who you are. All those labels are bullshit and they are dangerous. Example: Your ego says you're a cool guy and that women love you. So, you know that if you walk up to some smoking hot girl and she laughs in your face – that's going to challenge that idea you have of yourself. So you'll stand there, do nothing, and go home and jerk off – as usual. If she rejected you, that would mean you're not as awesome as you thought. Right?

WRONG!

What some random girl thinks DOESN'T MATTER.

What strangers think about you DOESN'T MATTER.

What friend or colleagues think about you DOESN'T MATTER.

And you are keeping yourself in a mental PRISON by continuing to believe it does matter - never allowing yourself to enjoy life to its fullest.

Even worse, it will stop you from getting laid!

The truth is, whether some girl reacts well to you or not has nothing to do with who you are as a person. If you're a good guy, you'll still be a good guy even if a million women rejected you. (And if you're a real piece of shit, you're still a piece of shit even if that girl goes to bed with you!)

You are who you are. You need to stop letting your ego 'protect' you. It's only protecting itself, not you. YOU ARE NOT YOUR EGO – BUT IT TRICKS YOU into believing that you are. You are a greater, more powerful, immortal being that is much older and wiser than your ego and you should NOT let it control you.

So you're probably wondering "How do I kill the ego?" Good question!

There's no easy way to deal with the ego. The way to eradicate it over time is to start challenging social pressure at every opportunity possible. Start in small ways and then build that up over a period of time to the point where you're challenging it in a massive way. For example, staring at people through windows with your mouth open would be an easy one to start with. (Yes, you have to put your face RIGHT up against the glass!) Ultimately, you want to keep pushing your limits until there's no ego left. You will eventually realize it was all a con, society lied to you, your ego was lying to you, and you are actually FREE to do whatever you want!

My friend Marcus and I have a bunch of exercises that we've developed together that really challenge social pressure. We'll start our students at an easy level and then build them up slowly until we get them to a point where they are doing things they'd never, ever believed they could have done. And not only are they doing it – they're enjoying it! Some students get so addicted to the feeling of "not giving a crap" that they are more interested in walking up to girls and staring at their tits till they get told to fuck off than actually hitting on women.

That's how liberating it is to rid yourself of the ego! I like to take things one step further – I like to get my students addicted to making OTHER people feel uncomfortable. Once you get to that point – where you CRAVE other

people SQUIRMING at how awkward you are being – your ego is dead.

Compared to what the students start off doing, talking to girls is super easy. Add that perspective to a diminished ego and you have: Social freedom.

So to sum it up with fancy-talk: The systemic desensitization to social pressure is the solution to achieving social freedom and destruction of the ego. Simple as that.

It's actually a lot of fun. I explain and share a lot of the very exercises I teach on my bootcamps in your bonus Missions Pack and Approach Anxiety Annihilation PDF. After you finish this chapter, open those up and try a few for yourself!

HAVING FUN – The Secret to Being Free

A big part of challenging social pressure is getting back to that child-like state of not giving a fuck and having fun. Most people are just too serious and too logical, like ze Germans! So when you actually go back to what's fun and you start dicking around, you realize that you can actually achieve social freedom quite easily by just following your god-given instinct to have a good time. You realize that your own self-amusement should come first, way before what other people think about you. That is the point where the "impossible" becomes possible. In fact – it becomes fun.

Here's how you get started: Get a little diary and take it with you wherever you go. Write down every time you're in a situation where you felt that if something went wrong in that very moment, it would be socially awkward. Most people would shy away from those situations and make sure those things don't happen. So the rule is quite simple: DO THAT AWKWARD THING! If you're in an elevator and you need to fart and you're thinking "Oh, that would be awkward." Fart. Let the fart go. LET IT GO!

Next time you're in a restaurant and everybody for some reason looks at you and you're holding a plate and you think, "Fuck! Wouldn't it be funny if I trip right now and drop the food?" Do it! Just always look for those opportunities. And if you don't see one, just think about what would be really funny to do today? Tripping over yourself or running into something or whatever, go ahead and do it. Put yourself in a situation and have fun with it. If you do one of those a day you'll not only cultivate a positive energy

and brighten other people's day, but you'll quickly see your fear of social pressure totally melt away.

SASHA! You're the one, YOU, who got me started on this whole going out and weirding people the fuck out. I've never even met you, but I'm fucking addicted to your YouTube channel. It was hearing your Fundamentals of Direct Game speech from the 21C that got me off my ass and talking to girls, and then eventually fucking them, and then fucking them weekly. I put that speech on a cd and I would literally listen to it everyday while I was going out and getting "rejected" 20-30 times a week. Eventually I started mixing in the social freedom exercises you teach your students and now my friends are amazed at how little of a fuck I give.

My best friend can barely go out in public with me anymore because I so often do something retarded and embarrass him, the funny part is I'm usually not even trying to be goofy. I just simply don't give a fuck anymore and I'm acting the way I feel like. It's great! You got me reading the Mutli-Orgasmic Man, which has changed me from being a guy who was terrified of having sex because I was so bad at it to being totally calm and confident when getting sexual with a girl because I know there's a good chance I'll be the best she's ever had.

Since last fall I've been in 4 uncommitted relationships and I'm still friends with all of them! Your podcast with Boris about doing what you want with your life inspired me to get serious about making fun money now that I've made good progress getting good with women and I've got a prank youtube channel up and running. My assistant is a photographer I'm in an open relationship with. It's amazing. She helps me go out and shoot my videos, then we come back to my place and have sex, she goes home, then I get to work editing the footage!

-Austin W.

SOCIETAL PRESSURE AND RELATIONSHIPS

Is it really a surprise that men are more depressed, disenfranchised, and emasculated than in any past generation?

If we look at the messages we're getting from Hollywood, it makes sense. Women are really put up on a pedestal. "Wow! She's so beautiful." Men are shown that they're supposed to have money, success, and nice cars to get these women. We've been brainwashed into this idea that we need to have 'achieved' something in life or own a lot fancy stuff in order for women to like us.

Interestingly, we're also taught that women are supposed to go out there and find a 'successful' guy who has a lot of money and that it's ok for them to rate men by their earning capacity. There is a term for those who value and/or date people based on how much money they have (to spend on them) – a prostitute. Society is actually quite comfortable with this form of

prostitution. It's normal that women basically sell themselves to the highest bidder. That's almost assumed. It's 100% socially acceptable for them to get a "provider." Just look up the definition of the word provider:

To supply means of support (to), esp financially: *he provides for his family*

That means financial security. So essentially, as we're told on a daily basis, the prostitution of women is OK – as long as it's the type where you sell your sex long-term and there's a ring involved. Of course, if you just want to get paid \$200 for sex with no strings attached, THAT'S IMMORAL. AND ILLEGAL! You'll go to jail for that in many places.

(This is a huge topic and is best left to the musings of Johnny Soporno. I highly recommend you check out his seminar inside *The Direct Dating Academy*.)

Personally, I have more respect for people who see hookers, pay them \$200, and then fuck them and leave than for a woman who will marry a rich guy because he's rich. That's much worse and has far more adverse long-term consequences. Divorce, estranged kids, lawyer's fees – divorce is no joke.

Because we put women on such a pedestal, we have a tremendous amount of pressure surrounding our masculinity. You see ads everywhere with unnaturally perfect, beautiful women. Is it any surprise that western women are so fucked up when they're expected to look like catwalk models? Women are obsessed with being something they're not and men are trying to become someone they're not to get the women. Nobody is actually being themselves! Is it a surprise that most marriages end in disaster?

Women spend hours putting on makeup, fake eyelashes, and god-knows-what-else to the point where their own mother wouldn't recognize them! And then men have totally false beliefs about what they have to be to get these girls. "Buy this, get the girl." "Get that job, get the girl." But the underlying message is – you can get the girl, as long as you act, talk, dress or look a certain way. Men are led to believe that they should be dating women who fit society's view of what's 'attractive.' And, naturally, the implication is that if you can't get that type of hot girl, you're not a real man.

And that's bullshit too. It's all bullshit.

Guys put women on these massive pedestals and then feel like losers when they can't get these idealized princesses. Some don't even try. Or worse, some will spend their entire LIVES doing what they think will attract women – only to end up alone. Or, marrying some average girl – because it's all they could get. BRUTAL!

Societal pressure leads many men down a path of misery where you WORK YOUR ASS OFF your entire life in the hopes of becoming that provider we're told we have to be attractive to women. There are no messages out there saying you actually have to improve yourself and get good with women. So most guys don't. Is it any surprise that when a man even considers approaching a woman he's unable to even say hello to her?

Let's take a look at all the excuses guys come up with when presented with the opportunity to meet a beautiful lady. Any of these sound familiar?

"I'm not good enough."

"I have an old, rundown car."

"I don't make enough money."

"I'm not smooth enough."

"My clothes aren't nice enough"

"It will be awkward."

"She's too tall."

"I'm probably not her type."

With all of this pressure it's a lot safer and easier not to approach her and just tell yourself some rationalization like the above excuses. Men end up punishing themselves for buying into societal BS and letting their ego get the best of them.

What's funny is that's actually not only social pressure. It's also society's pressure messing with you and stopping you from approaching her. It is society that's made you place so much of your self-worth in whether or not you can get hot girls. Therefore it's society that's programmed you not to go and talk to this girl. In a lot of cases, it's both societal and social pressure influencing you at the same time.

It's absolutely necessary to eliminate your fear of social pressure before you

start pushing yourself to approach women. If you still care what people think you'll never really improve because you won't be able to act as YOURSELF and your fear of judgement will still be controlling you. Step one is this: Stop caring what people think. If there's just ONE concept you truly apply from this book, this would be it above all else. So make it happen!

Social Freedom Mission

Find some plate glass in front of a café or restaurant. Stand in front of it with a blank stare like a total retard, looking way off into the distance. Stay there with a straight face for at least 3-5 minutes. People will notice – enjoy making them feel uncomfortable!

Hey Sasha,

Just thought I'd update you on something. When I took your bootcamp I had zero lays and zero belief a woman could find me attractive. I was very hung up on my height because I'm short at 5'4". Having got laid more than I imagined was possible since then, I have a much healthier set of beliefs about myself. However my height was still an issue for me, especially because I love tall women. I mean 6ft+. I still felt like it was impossible to get them, until last night :)

A couple of months ago I had a 5'10" girl, which I thought was good going. 6" taller than me! And the funny thing was, she didn't give a fuck about my height. It never came up. I love how you can be honest and direct with girls and the result is almost always positive. Last week I met a gorgeous 6'2" girl, and when I asked her out she said I was too short for her. I replied calmly saying, I love sexy tall women and she should give me her number anyway. She did. Last night I took her out for drinks and then took her home! It was so easy. She didn't really care that I was short. After sex she told me I was indeed the shortest guy she'd been with, but she loved how confident I was, and when I replied calmly and honestly (rather than some reactionary aggressive line) she thought she'd give me a chance. She said that in the past she found short guys to be lacking confidence and sometimes trying to compensate and that's what initially put her off rather than the actual height, which she didn't care about, at all!

She also said that as soon as I met her on the first date, walked in and smiled at her, she knew she'd like to go home with me. This is reality shattering, Sasha! A 6'2" girl sees a 5'4" guy and thinks he's sexy. WTF! I've spent so much of my life telling myself I'm too short for the girls I really want, and you know what, that attitude and that attitude alone was what was stopping me. Some girls (and she was gorgeous, German, 6'2", leggy, and more importantly she knew she was sexy and didn't lack confidence) don't care what height you are. I can no longer tell myself it's impossible to get tall girls.

These change all started with your bootcamp Sasha! Thanks a million!

-Fred

CHAPTER 3

THE PERFECT APPROACH

A STEP-BY-STEP GUIDE

One thing all hot women have in common is – they're busy! They're always on the move, they're always going somewhere, they're out in public often, they have all the same errands everyone else does, and guess what? A lot of them like men and wouldn't mind being approached by one every once in a while.

You can choose to be a guy who will stop them in the middle of their day and give them that gift. They want it.

Women love a guy who goes after what he wants – especially if what he wants is her. The further you go out of your way to meet a woman, the more impressive. Situations where you have to really put yourself out there give you a special opportunity to show what kind of a man you are.

Example: There's a girl in line in a busy supermarket. You wink at her, then loudly proclaim, "I have a huge crush on this girl right here. Does anybody mind if I flirt with her?"

Crazy right? But guess what – if that girl has any kind of sense of humor, sense of adventure, or self-confidence – she will LOVE IT.

You're also showing her qualities that women find intrinsically attractive, such as:

- You don't care what people think
- You know what you want in a woman
- You're fearless
- You go for what you want in life
- You're not afraid to take chances
- You have a sense of humor

Say she's standing on a street corner and you walk up and state your

intent? OK, it's more than most guys would do, but it's not that big a deal. Now if you're in a taxi and you pull over the taxi, jump out, cross the street, almost get hit by a car and then say, "You know what? You're so fucking gorgeous I had to stop the taxi and come talk to you." Now that's impressive! (That's what my UK instructor *Ryan* did a few months after his course with me ;)

If you want to go big, the ultimate move would be being in a plane where you're about to go skydiving, you're looking through the binoculars, you see a girl, you jump out of the plane, you land in front of her, and you say, "You're fucking gorgeous. We weren't supposed to land here but I saw you." That would be like the most amazing approach EVER!

I call this *The Baller Effect* because she knows you have a set of balls. The further you go out of your way, the more powerful The Baller Effect becomes. Always keep this in mind when you see a beautiful girl.

Every scenario you can think of offers you an opportunity to demonstrate you have balls. I'll start with my personal favorite. Why anybody would meet women any other way astonishes me to this day.

HOW TO APPROACH A WOMAN ON A STREET

This is where you're walking one way and she's walking toward you.

This is where you're walking one way and she's walking toward you. If a girl is walking towards you:

- Let her pass you first, then
- Run after her, and
- Then stop her by getting directly in front of her.

The primary reason is that if she's already seen you and then you go back, get in front of her and go direct on her, she realizes you had the balls to stop her because you want her.

There are other things we can do to make this type of approach even more effective. When a girl is coming towards you, try and make eye contact with her. What I'll do in this situation is actually slow down my pace, maximizing my chances of making eye contact with her. Then, I'll hold eye contact as long as I can. I'll do this because I'm looking for signs as to

whether she's interested. If a girl looks away and then looks back at you, looks away very fast, or stares at you a little bit too long, that usually means she's interested. Only if you get a really average amount like there's nothing to it does it usually mean she's not interested.

PRO TIP: A lot of guys miss out on fantastic opportunities with women because they are too scared to make eye contact. If you get the eye contact, and you're not fully satisfied with your sex life – you'd be a fool not to approach. Also, women who give you signals are more likely to respond positively, so if you have limited time or energy you should focus on those! Personally, I don't need to have any of these types of signals to approach a woman. If I really like a woman I'll talk to her no matter what – I'm not going to miss out on an opportunity just because I didn't get a signal. However, it makes life easier if you pay attention. If I'm very busy on a certain day or even during a certain time period, I'll limit my approaches to women that show me signals or are very approachable. It saves time, effort, and energy.

BASIC “RUN AND STOP” STRUCTURE

How you open is important. Mess it up and you've blown your first impression. It's tricky in book form, but I will explain to the best of my abilities the most effective way to stop a woman.

There are four key steps when it comes to approaching a stranger:

(If it helps, use the mnemonic A-PAC-IT like “a packet.”)

Step 1. **A**pproach and get her attention.

Step 2. Use a **P**re-Frame

Step 3. Give an **A**uthentic, Specific **C**ompliment

Step 4. State your **I**ntention and **T**ransition to conversation

Let's break those down...

Step 1: Approach and Get Attention

Get in front of her! Not a 45-degree angle, your body is IN FRONT of her body. Your face is directly in front of hers. If you were to step forward, your nose would touch her nose. THAT means in front. This is by far the most important thing to execute if you're to successfully approach a woman on the street. If you go anywhere else, women will simply walk around you.

In any of these cases, you massively, massively, massively (yes, I said it three times, so pay attention here) increase your chances of her stopping by being 100% exactly, directly IN FRONT OF HER. There are a couple of reasons for this:

1. It's such a powerful, alpha move, it blows their mind and they stop to find out what the hell you want.
2. You're physically in front of her, and it becomes more of an effort to go around you then to stop and find out what the hell you want.

This concept is in my *Rules* chapter later on. It's so crucial, it just may be one of THE most important rules to follow while doing daygame.

So you'll see that back there this section was called "Approach and get attention." If you're approaching a woman on the move, and you GET IN FRONT of her – you've already got her attention. Believe me

You cannot be any more direct than this. You are literally stopping a woman because you want to express your desires. BAM! Like a boss.

That being said, being a boss is great – but you must stand a comfortable distance away from her too. Get too close in that first moment and you may scare her away. When you're starting out, shoot for three or four feet and gradually close the gap as you're talking. Once you get comfortable with this you will get used to finding a good conversational distance automatically.

Q: *"Won't a woman trip over or bump into me if I get in front of her?"*

No! But a lot of guys worry about that. You want to run up beside her and take two big steps in an arc so you end up right in front of her.

Step 2: Pre-Frame

Imagine a guy just running up to a woman and saying, “Hey you’re so sexy!” out of nowhere. If he’s a good-looking guy and extremely socially calibrated it might work. However, the majority of the time women will give you a weird look, ignore you, or panic – then walk away from you. That’s just how it is. They don’t know you, nor do they know what your intention is. The world is a scary place. You could be a robber, crazy, drug dealer, or selling something. Who knows?

If you’ve watched my videos, you already know I always say something before I give a woman my first compliment. Those are called pre-frames. My friend Marcus taught me this concept and I shall pass it onto you. Pre-frames were invented to stop girls from panicking and cutting a conversation short.

For example, if you approach a girl and she’s really nervous, a great pre-frame is, “Don’t panic. This is not a robbery.” This works because you’re defusing her anxiety about that specific thing. You could have said a million things, but the undertone of what you’re saying is, “Hey, it’s OK. Relax – I’m not a threat.” You’re assuring her that you’re not going to do anything bad. Once she realizes you’re not a threat, her defenses go down and you’ve got a chance to actually connect with her.

If you deliver this well and the girl reacts badly, this is more a reflection of her issues than yours. It is quite possible she has psychological problems, or is just Austrian. Maybe she had a bad day and in which case you can just say, “Oops, sorry. Wrong person” and then walk away. It’s no big deal.

Pre-frame variation

Different pre-frames work better in different situations and areas.

In London, where I got most of my experience, “Don’t panic. This is not a robbery,” worked really well because there were a lot of robberies and girls were a little bit worried about that.

However, in New York City, the best pre-frame is, “Don’t panic. I’m not crazy,” because there are a lot of nutjobs in NYC!

In essence, pre-frames showcase the fact you are socially calibrated.

You recognize that approaching a total stranger is awkward and you understand you are putting her into a high-pressure situation. So really the message you are putting across is “Hey, listen. I’m a socially calibrated guy. I understand you’re worried and I’m letting you know, I’m a cool guy.” That is what a pre-frame does and it really makes life a lot easier.

Here are some examples of pre-frames:

“Hey, don’t panic, I’m not a drug dealer”

“Excuse me, don’t worry, I’m not selling anything”

“Hey, relax, this isn’t a robbery”

“Hi, I know this is a bit random”

“Hey listen, you’re not under arrest or anything”

“Excuse me, don’t take this the wrong way”

Start out by trying some of these but, over time, make up your own and experiment and see what works best for you in your own situation. The best pre-frame is the one you JUST came up with, because it’s spontaneous and relevant to the situation you’re in.

Having fun with pre-frames

One of the first funny lines Marcus told me was, “Excuse me, I’m not chatting you up or anything, but do you want to be my girlfriend?” I thought this was hilarious and super fun. Only later on did I realize it was actually a pre-frame. You’re setting up an expectation that you’re not about to flirt with her, and then you flirt! It’s fun and gets you vibing straight away. It’s magic.

Another example, I like to come up to bouncers and say, “Hey man, I’m not looking to get into a fight or anything...” So they’re totally looking at me with “Uh oh, this isn’t going to be good” written across their faces. And I’ll then say, “You know what? You’re the hugest bouncer I’ve ever seen. I mean seriously dude, you are massive! Can I hire you as my personal trainer?” So suddenly, he just will laugh and be like, “Oh yeah haha, I work out.” So you’re totally fucking with him thinking you’re going to say something bad, but instead you say something good.

Pre-frames help make all your interactions more fun and spontaneous and give you more time to get your intention across.

Step 3: Give an Authentic, Specific Compliment

The key to giving a girl a genuine compliment is to tell her exactly what you're feeling in that moment. If you look at a girl and think she's absolutely the most beautiful girl you ever seen, tell her nothing less than that. I would go up to her and say, "You know what? This is going to sound really cheesy," (pre-frame) "but I think you're absolutely the most beautiful girl I've ever seen." That's the pre-frame I would do because what I'm saying is a little bit cheesy, but the fact I'm being HONEST about a) the compliment and b) how cheesy it is, makes it totally real.

If, for example, you see a girl's ass and you think it's the sexiest ass you've ever seen, run up and say, "Hey, you know what? Don't take this the wrong way," (pre-frame) "but you've got the sexiest ass I've ever seen." Fantastic. Whatever you think is absolutely the correct thing to say. Direct just means saying what's on your mind. It doesn't necessarily have to be sexually forward or explicit at all if that's not what you're thinking in that moment. But if it is about her body, then it's genuine and authentic to be sexual!

So if you see a girl and she's cute but what strikes you about her is that she's got an amazingly confident walk, you could say, "Hey, you know what? You just have such an amazing, confident walk. Just wondering where you got that confidence. Have you done Alexander technique? Where do you get this great posture?" Or, I could open a conversation by saying, "You know what? I just saw you there and you have this amazing energy. I have to come meet you." That's totally cool because it's exactly what I was thinking.

Step 4: State your Intention and Transition to Conversation

Once you've told her what was on your mind, you can just state your intention. This could mean asking for her number, asking her out on a date, or, if you're Alan Roger Currie, making it quite clear you'd like to "hook up" with her in the near future. It's really as simple as that. So the whole interaction would look like:

"Excuse me.... (eye contact) I've got to tell you, you are the sexiest girl I've seen walk down this street...EVER. I would love to get to know you better. How about I take you out for a green juice some time?"

DONE. You've opened honestly. Any man that does anything like this has

my respect. She may agree, she may decline, or she may want to get to know you better first – in which case a conversation ensues. (Refer to the later chapters on “What to say next” and “Deep connection” for more on that.)

However, most of the time, you’ll probably want to find out something about the girl first before you decide if you want to take her out sometime. So your intention is something like “so I had to come meet you” or “I had to stop you and find out more about you.” And then you’ll want to...

Transition to Conversation

Often, I’ll simply ask a question. “You’re sexy, but I have a question” or “You’re sexy, but I need to know one thing” and then I’ll ask her. Sometimes I’ll make a statement or guess something about her. “You’re beautiful and... you’ve got a great energy. You’re a yoga teacher, right?” It makes sense if the question or statement relates to your opener, but it doesn’t have to. Try “Hey, you have an amazing walk...Are you an actress?” or “You’ve got an amazing smile...Are you a really happy person?” and see how they work.

If you’re really curious about women though, you really could ask whatever is on your mind. Anything from “Do you like charming white guys?” to “Do you want to be my girlfriend?” There are absolutely no limitations. It’s just important to know that you have to say something after your opener. Otherwise you’re going to just stand there looking like an idiot. A quick cheat is just to use “But I have a question...” This buys you a few seconds to come up with something in the moment.

For example:

“Excuse me miss, you look amazing!! But I have a question...do you always dress us this fancy to go to the laundromat, or did someone tell you it was my birthday?”

“Wow, you have GREAT posture, but I was wondering...are you an actor?”

“Excuse me, you have an AMAZING energy. Are you a yoga teacher? *You must have a lot of fun in the bedroom!

(*advanced players only)

In a grocery store:

“Excuse me, don’t take this the wrong way – but you are THE most beautiful

woman I've ever seen in a grocery store. But I have a question... I thought a woman of your beauty would just boss her boyfriend around and make him cook dinner. What's up with that?"

In a mall:

"Excuse me, your style is AMAZING! But I have a question...are you a professional fashionista or, you just dress up to the attention from all the cute guys in the shopping mall?"

You dig? It's that easy. Just find something that strikes you, put it out there, and setup a question right after.

It's as easy as that!

Step 1. **A**pproach and get her **A**ttention.

Step 2. **P**re-Frame

Step 3. **A**uthentic **C**ompliment

Step 4. State your **I**ntention and **T**ransition to conversation

TO SMILE OR NOT TO SMILE?

The single most important thing in the first few moments is to make sure the girl doesn't feel threatened or unsafe in any way. You need to create a friendly vibe so she knows that you're OK. So, the first thing she needs to see is you smiling. You **MUST** be able to smile – even just for a second so she thinks "OK. This guy is not a threat," and feels comfortable. If you mess up that first moment, you are done! This is super important.

If you're one of these guys who "can't smile," that's bullshit. Get in front of the mirror and practice smiling. It has to be a real smile. Not just with the lips but with eyes. Think of something funny, think of something good, read a funny book, do whatever you have but practice that smile until you have it mastered. If you still cannot do this, you're either from Austria or you have psychological problems. If the latter is true, one recommendation is seeing a psychologist. You're probably depressed! Seriously – if you can't smile there's a good chance you need professional help. Otherwise, you've got **NO EXCUSE** not to smile!

I had a client once who was doing everything technically right and, yet, he was like babe repellent. Girls would just run away from him. I took him aside and had a chat and sure enough – he was depressed and on medication. I told him he needed to work this stuff out before pursuing the seductive arts. If you don't feel good enough about yourself to smile for a moment when approaching a lovely lady – work on being happy before worrying about getting women into your life. No depressed guy is going to be able to hold on to a woman. Even if you hooked up with a girl in this state – you'd never be able to hold onto her! How can you make a girl happy if you can't make yourself happy? You can't!

That aside, positioning yourself directly in front of the girl, smiling, and maintaining eye contact are absolutely critical if you would like to approach women anywhere. (Especially the street!)

Her Energy = (Your Energy)²

Any woman that you approach will feel exactly the emotion you are feeling when you approach her. If you're feeling happy and have a positive energy, she's going to feel that right away. Women are very empathic.

On the other hand, if you're approaching them and you're scared shitless, they're going to feel it, they're not going to like it, and they will slowly back away. So it's very important that you put yourself in a positive state. Don't approach girls unless you feel good.

Using the depressed client I mentioned earlier, yes, he was approaching in a technically sound manner, but every single girl that he approached recoiled in terror. He was like girl Kryptonite. They weren't having any of it. It turned out he really was depressed. When I learned he was also taking medications, my suggestion to him was getting his life in order, hitting the gym, doing yoga, eating better, and getting to a happier place before worrying about seduction.

You simply cannot seduce women if you are not OK inside. They know!

This is fairly common sense, but if you're in a state of mind where you can't project a positive vibe, you need to deal with that part of your life before pursuing the seductive arts.

Q: What can I do to make sure women don't walk away at the start of the conversation?

The first ten seconds of an interaction are the most important because that's really when girls are sizing you up and deciding whether they want to talk to you. So, if you get really good at making your first impression for those first ten seconds, you got a really good chance of actually having a conversation and getting to know her and having her get to know you.

Work on your first ten seconds by practicing it over and over again. This is why pre-frames are so great. They give you time for the girl to calm down a bit. If I come up to a girl and I just say, "Excuse me. I just want to say, you're totally fucking gorgeous and I want to come and meet you." That took maybe three or four seconds, right? But I find it takes ten seconds for a girl to become a little bit comfortable in a conversation or at least enough so for her to stick around for another minute and see what's up.

So if you come up to her and go, "Hey, you're really hot. Oh my God!" she hasn't had time yet to take in your essence and energy and figure out your intention. Because she hasn't had that time and you're putting her on the spot in a yes or no situation like, "Hey, I really like you. Do you want to talk to me?" A lot of girls will just go, "No, I don't want to talk to you" and they'll walk away. It's nothing to do with you. They're walking away because they don't know what your intention is. They're worried it's something bad, so it's easier to walk off and not risk it.

Now – another reason a woman will walk past is that she's in SHOCK that you're actually hitting on her. Again – she can't believe it and doesn't know how to react, so the easiest solution for her is to keep walking.

Interestingly: Some women that are actually attracted to you will walk away because they're nervous (because they like you) and/or because it's kind of scary and/or because they don't know how to behave in the situation. Realize that, however nervous you might be, the average woman (even a really hot one) is 10 times more worried, especially about an interaction with a strange man!

OTHER SCENARIOS

Q: What If I can't run to catch a woman who's walking?

Technique #2: The Jedi Stop

On occasion you'll be standing still and a girl will be coming towards you. An easy way to meet her is to simply step out in front of the girl, put your hand in front of her and say, "Excuse me" until you've got her attention. It's important to wait for eye contact until you start talking. The golden rule is – a conversation hasn't really started until you've got eye contact. This works really well when you're standing and they're coming towards you. However, my preference would still be to let her pass, then run after her. I actually like running after girls because it shows a lot of dominance. But if you're more of a lower energy type of guy – totally cool doing the Jedi Stop in those situations. But, by no means do I think it will ever replace the run and stop.

Q: What if a girl isn't on the move?

If a woman is standing next to you, a simple "Hello" will do. If she's sitting at a bus stop, you'd sit down next to her and – say just about anything. If she looks over at you, phase one is complete. You've got her attention. But here's the thing: Sometimes they won't look at you, and here's where we need to be specific on "get their attention."

An interaction hasn't really begun until you've made eye contact with a woman. So if you say "Hi" and she says "Hey" but keeps reading – that interaction HASN'T STARTED. In this case, it would be slightly awkward to say hi again to get eye contact, so it's better to make eye contact initially if possible. If I say "Hi" And she doesn't look at me, I'll say "HI" even louder. If that's not heard, I will get my head in front of her head, or even move my hand in front of her face to get her attention. When she looks at me, I'll say "Hi!"

Some women really won't hear you (earphones, focused on reading, etc.) while some women will pretend not to hear you because they don't want to get involved. In those cases – yes – I will still get their attention if I want to talk to them. This goes with my internal belief that I'm adding value to any woman I speak to. Just because some other douchebag (or a few dozen) she met on a park bench had no game, that has little to do with me.

I'm made of TIGER BLOOD, motherfuckers! ;)

Sometimes I've done silly or outrageous things to get a woman's attention. Farting, falling over, or faking a heart attack are all in the repertoire. I'll do whatever it takes if I really want to meet a girl!

In summation: For walking girls, get the directly in front of them. For all other scenarios, get eye contact, and then speak

NATURALLY OCCURRING CONVERSATIONS

Let's say a girl is at a bus stop, she's there by herself and just behind her sitting outside on a wall are a couple of homeless guys and they're fighting over a beer. The obvious thing to go with is, "Hey, look at that. There's like a homeless war going on over there! I bet you a dollar, the little one wins. He looks more fierce." That makes sense and shows social awareness and lets her know you're a fun guy. That makes much more sense than a direct compliment, because that's what's happening in the *moment*.

So I would start the conversation with that. Get into a conversation and then later say, "But you know what? I have to say, you're the most beautiful girl at this bus stop, so I thought to chat you up." And she'd be like, "Well, I'm the only one at the bus stop." And you'll say, "Yeah, that's true. But nevertheless you're the hottest one here." But it would just make sense to open with the homeless guys first, before making your intention clear.

Say whatever is on your mind and *don't censor yourself, no matter what!* And if it is something that is quite forward like she's got a great ass or she's got the most amazing tits you've ever seen, just pre-frame it with something like, "Hey look, I don't want to offend you or anything, but..." And then say it. It really will blow girls away because again, it shows a lot of balls. It shows a lot of creativity and authenticity and *nobody else is doing that*.

You need to let her know that you're interested in her. Otherwise, she'll just think you're this friendly guy who's talking to her because you're social. You need to just make it clear at some point what your intentions are.

Even worse: she may know you're interested but will think you just don't have the courage to let her know your true intentions. This is the mark of death for any potential romance! Once she realizes you don't have the

nerve to make a move – it's all over. It's very hard to get out of the pussy/friendzone category once she's put you there.

You must convey your sexual intentions or you are relegating yourself to future full of masturbation.

Express yourself and get in the habit of doing so. Get comfortable with it. You should try to get to the point where you can go and say whatever the hell you want to girls and be OK with it. That's the end goal. You may have to work up to it – but if you get there I guarantee you will thank me!

SEDUCTION – THE THREE KEYS

Generally speaking, there are three main behaviors, or characteristics you must exhibit in order to be successful with women. You need to be playful, curious, and sexual. Not one, not two, but a mixture of all three. You may naturally lean towards one of these, which is normal, but it's important to go with whichever of these you naturally are and work on the others if they are weak. For myself, I was always naturally playful. I would joke and laugh and have a great time. But was I getting laid a lot? No.

Why not?

Because I wasn't being sexual and I was too busy having fun to really stop and be curious about other people. So I would only hook up with the small percentage of women who were attracted to the funny/crazy guy. It wasn't a frequent occurrence! However, once I started shutting up and listening to women I got a lot better at being curious. I started to connect. Finally, I realized I needed to joke less and have more eye contact to get sexual and...that was that! I started having way more powerful interactions, and way fewer flakes.

For me, because I'm naturally playful, being sexual is always a bit unnatural for me. It's not my core, natural personality and because of that I'll never be the super seductive guy – it's just not who I am. However, I've taken in enough of that where I can now get the job done much more consistently. So whichever type you (mainly) are, work on the rest until you are consistently doing well.

You'll find that as you bring out these other characteristics, it will actually enhance whichever one you naturally excel at too.

It's not about masking who you really are – it's about bringing out those other traits too so you are a more balanced, fun, interesting guy.

On the other hand, you might have read this and thought your personality is not dominated by any of these. Or, you could read one and find that it fits you exactly! Or, maybe just a little bit. The most important thing is that you behave in a way that is YOU and not anybody else. These character types are just about recognizing what kind of guy you are and then building on that. So if you are naturally playful, you could work on game that revolves around being playful, but if you're being too playful, you need to balance that with being more curious and sexual.

The main character Archetypes

Fun guy

Shy Guy

Serious/Seductive Guy

Mysterious guy

Confident guy

Geeky Guy

Rock guy

Intellectual guy

Spiritual/New Age guy

That's a lot of choices, right? As I just explained, in order to have success with women you really need to have a mixture of playful, curious, and sexual. That can be accomplished by you being the Friendly Guy, the Social Guy, the Shy Guy, the Rock Guy, or any guy and still accomplish the goal. It may be very useful for you to identify which type you are and then use that in such a manner that works best for you. All of these types can employ playfulness, curiosity, and seduction in their arsenal.

Typically, I've been the fun guy. Just walking up and having fun, exploring girls and doing silly shit. And for me that works really well because I'm naturally a fun, creative guy and I am naturally drawn to women with a sense of humor who can just let loose and just have a laugh. I mean I have a deep side too, but I just like having fun. So that being the case for me, it works really well going up there and just being a little bit silly initially to see if they connect with that energy. If so, I can quickly transition to "connection" and move things forward. Sometimes I will say "That's enough joking

around. Seriously now, I really want to get to know you.” And then go a little bit deeper.

You can be the seductive guy. You can walk up and be like, “Excuse me. I just have to tell you this. You’re absolutely gorgeous.” Be serious and just try and connect with them on that sexual level. That’s totally fine too. Or you could just be curious about them. You could just be, “Hey, you know what? I just noticed this about you and I was really curious. I want to come and ask you – are you a yoga teacher? Or you look like more like a dancer actually...” And then from there, you can always shift into another type of guy. That’s the interesting thing.

So for me, generally these days, I’ll come in as being fun or being curious. Then, I might shift into the more seductive, deeper sort of dude. But sometimes, I go super fucking sexy. I’ll just walk up and be like, “Holy fuck! You’re fucking sexy.” Now I could go for a fast seduction and go somewhere with the girl right away or go for the number. Or, after making my intent clear, I might go quite deep and connect with her and then I might for a minute turn into the fun guy and have a bit of a laugh and then go back to being serious just to show her that fun side and have a bit of fun with her and then go back. After a while you can feel where you’re at and where you need to be for the conversation to move forward. You get a sixth sense for it.

PRO TIP: The more sides of your personality you show her, the more magnetic you will come off.

Everyone should at least have a think about what their natural style is. If you’re a geek – hey that’s cool. Play it up. Wear a shirt that says “Talk geek to me!” Have jokes about you being a nerd. Embrace it, and you’ll soon find yourself a cute nerd girlfriend to watch TNG with ;)

If you’re a rocker – be a rocker. Get that Led Zeppelin T-shirt, wear your hair long, and go hang around metal clubs. You’ll likely find a girl there pretty fast!

If you’re naturally shy, that’s fine, too. You don’t have to do crazy Sasha Daygame stuff. You can simply approach a girl and say “Hi! I’m shy but I really wanted to meet you.” Girls will appreciate your honesty and how

much of an effort you must have made to approach her.

I'm not going to go through every type, but you get the idea. Embrace who you are and go with it. Don't fight it. But just know this: you must be **playful, curious, and sexual.**

It doesn't mean you need to be Richard Pryor funny or possess Don Juan-level seduction skill, but you must have at least a bit of these going on if you want to hold on to a women for longer than one night.

If you're naturally super serious you will bore women to death; therefore, my advice is attending an improv comedy class or write some jokes and get into performing stand-up comedy.

If you're don't care much about getting to know other people – go and talk to five new people a day, just ask them questions about themselves, and LISTEN, until you start to enjoy learning from others.

If you're not sexual, work on your eye contact, touch, slowing down your speech and practice your physical escalation skills. Watch movies with Marlon Brando and other famous ladies men.

Ultimately these skills will determine your level of success with women.

EMOTIONAL SPIKES

Many guys lack an 'oomph' in their conversations with women. Their conversations are monotone and girls get bored very quickly. Guys play it safe. In reality it's not actually bad to scare women a little bit. I've had a lot of interactions where I scared the girl and then recovered. I've had girls think "What the fuck this guy doing jumping in front of me?" and later she'll recall to her friends I was a "Crazy fun guy," but...that's just me. The important thing is that women feel something when you approach them. Giving a woman a very honest and direct compliment is one way to achieve this. Using a pre-frame to setup one expectation and then saying something totally different is another. You could sneak up behind her and go "PSST!" But if she feels something, you've already separated yourself from droves of boring dudes that have approached her before.

Most guys are walking up to girls just being lame. It usually sounds like:

“Hey, what's up?”

“How's it going?”

“What's your name?”

“Where you from?”

“Have I seen you somewhere before?”

Or at night:

“Can I buy you a drink?”

“I'm a doctor!”

“Do you like cars? I just got a Ferrari!”

Who gives a shit!?

But if you come to a girl and spike her emotions right away – she'll never forget you. Being a comedian, I learned you need to open with your best joke and end with your second best joke. Same goes for human interactions. You want to *open strong and close strong*. One of my favorite things to do right at the end of a date (after I've said goodbye) is to run up behind them and scare them and just go, “Bwah!” And they'd go, “AAAh!” They'd freak out. And that's great. They love that. They always love that. They always turn around and like, “You're such an asshole.” And they punch me but they always love it because I've just given them the *emotional spike* that they crave.

It's a beautiful thing. And while it's totally fine to throw in an emotional spike here and there, in general I just want to open strong and have a normal chat for the rest. If it's a date I may do something crazy at the end, or not – it just depends on the energy of the date and how it's going. If things have gone great there's no need to end strong. If it was kind of okay I may give her a little jolt at the end.

The point is this: Always remember that the emotion she feels at the beginning dictates the first impression she will *always* have about you. Make it count!

AVOID BECOMING A 'DAYGAME ROUTINE MONKEY'

People have a tendency to copy others that seem to be successful with women. Unfortunately things are not always what they appear to be and copying anyone or anything turns you into an automaton, no matter how good it may have worked for the person you're mimicking. Not only does this make you less in the moment and therefore less attractive, it stops you from being genuine. It stops you from developing your own style and getting comfortable in your own skin. It ruins your game.

UGHHHH

You've become a robot!

So the key here is: don't get into the habit of repeating ANYTHING. A habit of approaching women? Great. A habit of being authentic? Fantastic. But repeating some line over and over and over? You're in for a shitty ride. In all areas of self-improvement, it's important to understand the overall concepts and ideas as to why things work. What is a pre-frame? Why would it be used? What is being direct mean? Why do women appreciate authentic men? Why is being needy not attractive? Why is being in that moment attractive? Are you working on all these areas in your life? And that's it. But you don't want to find a line that "works" and repeat it over and over. That's the opposite of being authentic. It's totally fake and it will halt your development.

If you've seen my videos, you may be thinking "But Sasha, you make the same jokes in many of your interactions!" Sure. But I created those jokes, they go with my personality, I find them funny, and I use them in the moments where I feel like using them. But you'll also notice that when I approach women the vast majority of the time I am telling her some genuine compliment. And that keeps it real!

A great rule is this: *Never approach any girl the same way in one day.*

Make it a challenge. You're forced to say something original and yet a little bit different every time. It's a beautiful thing. You'll watch yourself growing and getting more creative very fast. So try and stay away from the same

type of stuff. The more original, creative, and ballsy you get, the better. And women really appreciate it when you say something genuine. That really makes a huge impact. “You have really sexy lips” is better than “You’re sexy.” “You have amazing style” is better than “You’re amazing!”

If you want to make it even harder on yourself: Make it PER WEEK or even PER MONTH and see how you go! If you want to be really hardcore, try a game where you try and last as long as possible without ever repeating the same opening line. It’s fun, and will force you to come up with ORIGINAL conversation starters all the time. You will train your brain and your instincts to act quickly together...making you one smooth talkin’ son of a bitch.

This chapter should have given you a strong foundation in how to open a conversation, how to transition, and how to make a strong impression in your first minutes of conversation.

If you just get good at this – you will have a lot of women in your life. But of course....there’s still chapter four!

EXERCISE MOTHERFUCKERS

Your Opener

Get out your iPhone, Android, or Nokia 2130 if you’re old school ... and open the timer function. Now, speaking in a relaxed pace, I want you to see how long it takes you to say,

“Excuse me. I don’t want to alarm you, (A)

And I can assure you this is not a robbery, (P)

But I just wanted to say...

You are absolutely the most beautiful girl I have ever seen, (AC)

And I’ve got to know one thing...what’s your name?” (I T)

Now, if you’re reading that sentence at a conversational pace, and you had pauses where I put commas, it should have taken about ten seconds. And it’s in those ten seconds where you begin disarming her. That time period is long enough for the girl’s brain to process “Ok he’s smiling, it’s not a robbery. He’s dressed OK. He’s not a

psychopath. He doesn't smell bad. Oh, it's normal guy. Oh, he's hitting on me! OK, I can deal with that..."

By the time you get to "You're beautiful," she's all right with it, because she's been in front of you long enough to realize you're OK. Women are way better at making first judgments and feeling someone's intention than men. Men are nowhere near as good. Men are terrible judges of character. Women are not. So ten seconds in front of a girl, she can probably tell you half of your life story. That's how good they are at this stuff. In a way, it's kind of scary!

Now you know about pre-frames and why they're so important. It's a super easy tool to add in, but will get you crazy results. This alone I'd say at least doubles the odds of a girl stopping to talk to you. Pre-frames may be funny, but doubling your interactions with women is no joke!

Quick background: I was always good looking and athletic, and always terrible with the ladies. That's a frustrating situation man! I finally went indirect hard for a couple years. Made somewhere around 1500 approaches with very limited success.

Next I had a monogamous girlfriend for a couple years. I am now recently back in the game.

All I can say is thank God my friend recommended you, Sasha Daygame! I started going direct a couple weeks ago now and holy shit it has changed my life already!

-Dave

Sasha thanks very much for all the help. I have only seen your videos on YouTube but I must say they are fucking incredible. I'm 19 and I live in California. I no longer have approach anxiety. I approach girls in their 20's and 30's. I'm currently dating a 24 year old woman. Indirect is for pussies!

-Francisco

Booked a bootcamp with Sasha in Edinburgh. Not only did he have me approaching women with without ANY fear by the end of day one - he was getting me results too! Phone numbers that turned into dates, that turned into sex!

-Adam B.

CHAPTER 4

GROUP DYNAMICS

Most guys' fear of social pressure leaves them even more terrified by the idea of approaching a girl who is with other people. In a lot of ways, it's actually easier to approach women who are in groups or with a friend. She is less likely to be intimidated by a random man talking to her if she isn't alone. If you're socially calibrated and you know a few techniques, approaching a girl in a group is easy! With the correct mindset and belief system you can approach a woman in almost any situation.

Your Mindset

"I am a man. I know what I like. I know what type of girls I like and I'm totally comfortable expressing my desires to a group of people in any situation." That's pretty much it! This is the opposite of the 'indirect' mindset where you're trying to hide your intentions and not let girls know that you're attracted to them. Get used to saying "I like this girl, I want to meet her."

Let's start with this very common scenario:

Two Girls

A girl you like is with a friend? It's very simple:

- Walk up to the girls
- Get in front of them
- Say, "Excuse me..."
- Preframe (e.g. "Don't panic, this isn't a robbery")
- Look at the girl you're interested in, and say, "You are absolutely gorgeous. I just had to come over and meet you. My name is..."
(Replace "absolutely gorgeous" with whatever you're actually feeling in that moment.)

- Then, turn to her friend and say, “Hey, do you mind if I talk to your friend for a minute?” but don't wait for the answer. If you wait she might say “no” and then you're an asshole if you disregard that. Immediately shake her hand and then continue the conversation.

It's very important that you don't ignore the friend. Neglect her and she'll feel that you just want to talk to the hot one, think you're a dick, and blow you out. She'll drag her friend off and you're done. You want to show the friend some respect without actually seeking her permission.

If you want you can also say, “Hey, you know what? You're cute too but I saw your friend first.” Or, “You know what? You're cute too but I just go for short girls.” Or,

“I just go for tall girls.” This gives her some kind of logical reason as to why you're talking to her friend and not her. You can't be like, “Hey, your friend is hotter than you and that's why I'm talking to her.” That's not going to go down well!

The more comfortable you get with yourself, the more you'll realize that you don't need to give a girl a reason why you're talking to her friend. You like her. That's



enough. Be respectful to the friend and just keep her in the conversation a little bit.

When the girl you like says something interesting or funny, turn to the friend and go, "Hey, you know what? She's really funny, isn't she? That's awesome. I love funny girls." When she says something else interesting, turn to the friend again, "You know what? I hope you have a wedding dress because Sarah and I are getting married. That's it. We're starting a family. You're invited. You can be the maid of honor!"

Focus about 90% on the girl you like and 10% on the friend, always keeping her in the conversation somehow. She will see that you're socially calibrated, friendly, and not some asshole who just wants to get in her pants.

A girl is not going to date you if her friends don't like you, so it's very important to win them over. No way around this.

Mixed Groups

So what if a girl you like is in a big group with other girls and guys? It's almost the same thing. The key is that you're being really open about why you're there and that you like the girl. That's all there is to it.

- Walk up in this situation and just say, "Excuse me guys."
- Preframe (e.g. put your hands up in the air and say, "Don't panic. I'm not selling anything.")
- Say "I have a confession to make. I have an absolutely huge crush on this girl right here" and point to the girl. At this point, she's probably going to blush and everyone is going to giggle.
- Then say, "Look, if she's married or has a boyfriend, just tell me now and I'll leave and go cry. That's fine."

If she has a boyfriend the group will usually bring this up. You can say, "OK. Cool. Fair enough," then you might have a little bit of a chat. You're never going to get her number if she has a boyfriend in that situation because she doesn't want her friends to think she's a 'slut.' Generally, I don't bother with girls who have boyfriends anyway...but that is best left for discussion elsewhere.

If she's single and willing to talk to you, say to them, "Hey, do you guys mind if I just talk to her for a minute? I only have a minute or two," and then focus 100% attention on her. In this situation, placating the group is optional because they can just talk amongst themselves. You don't need to say "Hey, this girl is really awesome" every five seconds. That would come off as a bit try-hard.

You can just pull her off to the side and chat with her for a few minutes. Sometimes I'll try and position my body so that she's facing away from her group, sort of on the outside so we have a bit of privacy.

Groups are actually easier than two girls because her friends can entertain each other and you're less likely to get cock-blocked (unless she has a boyfriend).

Always calibrate how much time you think you have. If everybody looks a little bored, keep it short – maybe 2-3 minutes. Learn a little bit about her, get her number, and get out. If they're all having fun, you might be able to talk to her for 15-20 minutes and develop a solid connection. Bouncing her from the group rarely works, so get the number and try to arrange a date from there. (Preferably later that evening!)

Mother and Daughter

Most guys think this is impossible, but mother-daughter situations are actually really easy.

- Just approach the girl, same way as two girls, and say, "Hey, you're absolutely gorgeous. I have to talk to you."
- Turn into the mother and ask, "Do you mind if I talk to your sister for a second?" The mom will laugh and say, "Ha ha, that's my daughter!" You can reply, "You've got to be kidding me! Listen, you've got to give me a couple of minutes – she's amazing!"

This works way more often than not. Obviously you know it's her daughter and they know you're kidding, but they love it anyway!

Mothers are great because they don't cock-block! Unlike friends, the mom isn't competing for you and wants her daughter to be happy. If the daughter is smiling and enjoying it mothers will walk off and make a phone

call or something. I've seen mothers literally just leave their daughters with students of mine and go shopping!

So if you see a hot 21-year-old girl walking with her mom, go and talk to her. It's fine and they love it. Especially if you say, "You know what? Your daughter is so beautiful. I just had to come and talk to her." That's the biggest compliment you could ever give the mom and believe it or not they aren't hearing that very much. The only people saying "Oh your daughter is so beautiful," are other old people. Unlikely a young, lovely man who's actually a potential candidate to go out with her daughter is approaching her in a direct and charming way. It's fucking awesome! Do it.

Guy and Girl

Another seemingly tricky situation is: a woman who is with another man, but you're not sure if he's her boyfriend.

If you see a guy and a girl together for a minute or two who aren't touching each other, smiling, holding hands, or cuddling – either they're in a fucked up dead relationship or just friends.

So here's the way to deal with this:

Just assume that they're boyfriend and girlfriend and give a really big compliment to the guy. Walk up to the dude and say "Dude, I have to shake your hand. Your girlfriend is the hottest girl I've ever seen in my life. I mean what is your secret, bro? You've got to teach me. I'll hire you. You have to teach me what you know. I'll pay you whatever you want."

If they are friends, the girl will immediately say, "Oh no, we're just friends," and then you can turn to the guy and go, "Oh sorry, man. You have to excuse me but I've got to meet this girl." Then turn to her and say "Hey, my name is..." Boom! That's it. Very simple.

Don't worry if he might be interested in her. What are the chances that he'll suddenly go "Hey man, you know what? I've had a secret crush on her for years and I was going to ask her on a date next week so you just fuck off!" That's never going to happen because if he was ballsy enough to actually pull the trigger and ask her on a date he would have done it by now!

If they're really close friends they might pretend to be a couple as a joke on

you, but you can tell because they'll be laughing and smiling. Pay attention and you'll know.

You'll be able to tell from her body language if she is interested, often girls will start giggling and smiling once you come up and say "Hey man, your girlfriend is so hot" whether they are with the guy or not.

If the guy actually is the boyfriend he's going to take what you've said as a massive compliment. He's just going to be like, "Oh, thanks bro," and shake your hand. Oftentimes I get guys inviting me out for drinks when I do this because you're playing up to their ego so much they love you. You become their favorite person in that moment.

Imagine you are with a really, really hot girl and some dude comes to you on the street and says, "Bro, your girlfriend is so fucking hot." You'd be like, "Hey, thanks man!" You're not going to kick his ass.

There's no reason to be afraid of this scenario.

Family

If the father and mother are there and you're very, very charming you can say, "Excuse me. I know you guys are having some family time. I just have to say that your daughter is absolutely stunning and had to come over and meet her. Do you guys mind if I say hi to her?"

If you ask permission from the parents and then go for the handshake, similar to when there are two girls, her dad is not going to flip out when mom is there and you'll probably get away with this.

The only situation where I 100% won't approach is if it's a daughter and a father. I just don't do it because men know what you're up to. You'd have to spend more time and really get to know the father before you could really chat with the daughter. It's very risky. There are enough girls out there that I just don't bother with fathers.

It's possible though. If I was going to do it I would be absolutely honest and say, "Excuse me, sir. Don't beat me up. No disrespect is intended but I just have to say your daughter is absolutely lovely and I'd really love to introduce myself. Would that be OK with you?" In that case, he's not going to freak out because you're being super respectful, but you've been warned!

Girl Is Working

I came up with a fantastic pre-frame for this: "Excuse me. I probably shouldn't be doing this. However, you're absolutely so gorgeous. I had to come meet you." Or, "Excuse me. I know this is inappropriate. But ..."

If you acknowledge the awkwardness of the situation that diffuses a lot of the tension. You're also showing that you realize this is uncommon. Use a time constraint like, "Look, I know this is awkward. I have only got 60 seconds. I think you're absolutely gorgeous. What time do you finish work? I'd love to take you for coffee." Boom! Just go for it. If she says, "No, no, I can't do that." You say, "OK. Well, tell me your number. I'll memorize it." And that's it. And she says, "No, I'm not sure." I'll just say, "Hey, tell me your number. If I memorize it that means I really like you but if I don't, then you'll never hear from me again." That's it.

PRO TIP:

Learn how to memorize phone numbers! It's not that hard. I do it all the time. It's great because then girls in awkward situations will just say the number to you and you'll memorize it. You don't have to get your phone out and make it really obvious that you're getting her number. It opens up a whole new realm of opportunities. You absolutely must learn this skill if you really want to get good with women, especially women that are hired for their looks. She doesn't want to risk her job because her boss saw you jotting down her number!

A simple trick is this: You will probably know your local area code for mobile phones (e.g. in the UK they always start 077/8/9, in NYC it's usually 917, etc.) so you can forget those first 2-3 numbers. That leaves something like XXX – XXXX. Now, all you have to do is make the first set of 3 numbers into a shape and just remember the first number. For example, a triangle starting at 2, or an L starting with 4. Finally, the last 4 can be a date, so it could be some time in the past (1537) or sometime way in the future (5249). So just imagine some past or future scene or

world, and stamp that date on it. Either way, you can take a string of digits, and turn it into a shape and a date, making it much more manageable! And as soon as you walk away you can get your phone out and be saving it, so you only have to remember for 30 seconds to a minute.

Preframe appropriately, let her know that you aren't going to stand there and flirt with her all day, and just ask her on a date. Keep it short - 30 seconds. In, out, that's it. There's no time to chit-chat.

If it's a really slow day and she's the only girl working in a shop or her manager is off in the corner and there's really nobody around you might be able to sneak in a few minutes.

Again, with a sound mindset there's no situation you can't approach in.

MISSION

Approach 2 girls together. Tell one of them she is ridiculously beautiful and then propose marriage.

If she says no, get down on one knee, and yell "NOOOOOOOOOO!"

Afterwards, continue the conversation as per normal.

I used to believe a regular guy like me couldn't get with good looking high value women. After taking one of Sasha's bootcamps he had me talking and interacting with the HOTTEST women I'd ever seen! I got a date that night and have had even better results since!! Some of them quite X-rated! ;)

-John T

CHAPTER 5

WHAT TO SAY NEXT

This book would not be complete without a chapter on what in the hell do I say after *I successfully approach a girl*? I supposed I could have named it “Oh my god, she stopped!” Well, read along brother and you’ll soon see...

So, imagine this. You’ve stopped a girl on the street, she’s smiling, but...oh fuck! What now?

After working on this for years now, along with coaching and people-watching, I feel most guys make some pretty bad mistakes right from the start of the interaction. Ironically, the start of the conversation is the LAST place you want to be making these kinds of mistakes.

Here’s an example. A typical guy will go with something like:

“Hey, where are you from?”

or

“Hey, My name is...So what do you do?”

I’ve heard people use one of these two and that’s sad because they are unoriginal and really, really boring questions. In fact, they are worse than boring! They are **conversation killers** and must be avoided.

Do you get why those conversation killers suck? Do you see how they are super boring and unimaginative? These conversation non-starters are the equivalent of walking up to a girl and asking to buy her a drink. It’s really bad. Don’t start a conversation with that shit. Use an original, genuine compliment and move the conversation forward from there. If you are going to ask questions like, “Hey, where are you from?” or, “What do you do?” ask them later on in the conversation and in a *fun* way. (More on having fun in Chapter 7.)

Here’s a fun technique. During some of my encounters with women, in

order to be playful, I'll just make a silly guess. I'll look at the girl and I'll get a feel for what type of work she's in. If she's dressed up all serious I know that she's probably a lawyer, an accountant, or does finance. However, I'll say something like, "Hey, let me guess...you're drug-dealer, right?" And she'll look at me with a screwed up face and then she'll respond, "What?" And I'll say, "Ha ha, just kidding, but seriously, tell me what you do." So all I'm doing is guessing *the opposite* of what I really think. It's fun because it's *completely ridiculous*.

Let's say a girl is dressed up in crazy green pants and she's clearly an artist, painter, or something along those lines. I'd guess "So you're a business consultant, right?" Easy as that.

I'm just going to mess around with her, have a little bit of fun, and then I'll find out ultimately what I'm after.

So essentially you're asking "where are you from?" in a fun way. An example would be seeing an obviously white girl and then saying to her:

"So, you're from...um, wait, don't tell me! I'm really good at this. Um... Nigeria!" She's either going to be a little confused or amused. She'll say something like "What?" and then I'll continue with, "Wait, Japan!" She'll say, "What?" "Wait, Nicaragua!" She'll respond, "What are you talking about?" and then at some point I'll say, "Well, clearly, I'm very bad at this. You might as well just tell me."

There are unlimited variations on this. Sometimes I'll tell her I know where she's from and insist she's from there whether she is or not. "Maybe your mother was confused about her origins? I know an Italian girl when I see one." As long as it's fun it's all good.

Find out those basic facts, but always do it in an original and fun way. This is one of my steadfast rules. **Do not** ask those boring, unoriginal questions in the common, obvious way early on. Leave them until a little bit later. Whatever you ask, do it in a fun way! Just following that advice and avoiding those two conversation killers will give you a distinct advantage over the average guy.

You need to have a little bit of small talk with the girl initially. Just normal social banter for a minute or two so she can start to feel comfortable. It's

during this period where your gut is going to tell you to go deeper and really get to know her.

So early in the conversation, you might say, "How's it going?" or "What's up girl?"

These are totally open questions. Sometimes a girl will engage from these, sometimes she won't. It depends how friendly she is and if she likes you right away. If she opens up quickly, have a couple of minutes of small talk and then go into deep connection. Sometimes you can quickly get a woman off on an instant date or get her number without too much trouble.

However, sometimes, she won't really respond to those open ended questions so you have to get more specific.

NB: You are much more likely to see a girl again if you actually get to know her. So it's not a bad thing if you are forced to try harder! That being said, here are some slightly more specific greetings:

"Hey how was your day?"

"Hey, what are you doing right now?"

"Hey you seem happy/sad/bored/crazy/fun"

Some questions are great and should be used to establish the developing logistics. You want to find out what's going on specifically with her and also what she's doing right at that moment because:

- a) The goal is always to get an instant date right then, and
- b) You want to know how much time you've got to build a connection

If she answers with "I've got a dentist appointment at 2:00" and it's 1:55 you know she's not going to stick around for very long!

So during those initial few seconds, just try to figure out what the situation is. What is she up to right then? Where is she going right now? How is her day so far? Just basic stuff so she understands that you're coming from a place of **genuine curiosity**, at the same time as you're figuring out logistics.

If she only has two minutes, find out one thing about her and try to set up another meeting. "Hey, I know we just spoke briefly but you seem like a cool outgoing person. I like that – I think we'd have fun together. Let's meet up

tomorrow and get some green juice!"

Or "You know what? You're fucking beautiful... Tell me a bit about yourself because I'm definitely asking you on a date, but I want to make sure you're not crazy first."

If you ask her a logistics question and it turns out that she's not that busy (e.g. she's window shopping or meeting a friend in an hour) you have time! You really want to go deeper and connect. For example:

"Hey, so tell me something about you most people don't know."

"Hey, what's your story?"

"What's your deal?"

A fun thing I do if she hesitates on "What's your story?" or asks me what I mean, I'll just say "Come on, tell me your life story in 60 seconds!" If she refuses I'll just say "Ok, I'll go first!"

Obviously, I have a fun version of this that I'll tell. I change it up but it's something along the lines of:

"Born in Canada, abusive childhood, horrible parents, kicked out of school, homeless for a while, starting doing comedy, inherited a small fortune, went to England, blew all the money, got thrown out of the country, went back, became a professional comedian, then become the world's most awesome dating coach, and now I run around flirting with beautiful girls on the street."

My story is pretty ridiculous already so I don't have to add in anything. If yours isn't – work on it! Make it FUN and a little outrageous. You don't have to lie but you can stretch the truth for comic effect. Be creative. You want to have this story down pat, and you want it to be good so you get a great reaction every time. This gets her to quickly find out about you and massively increases the chances she will open up. I can't emphasize enough how much this story will help you connect with women. (I'll show you how to create your own powerful 60-second life story in the bonus mission pack.)

Now you can throw things back to her and say, "Ok, your turn!"

Because I've gone first and had fun with my answer, it encourages her

to do the same. With a bit of luck, she'll follow my lead. If she's shy or unimaginative she may not. This means you need to keep leading and talking until she's ready to open up.

I want to put in the least amount of effort to get her to open up and start talking. It just looks like this:

- Open ended question.
- She talks = awesome, have a conversation.
- She's shy = you lead with fun story, and bring it back to her
- She talks = awesome, have a conversation
- She doesn't = lead again with another story/conversation
- Back to her:
- She talks = awesome, have a conversation
- She doesn't = lead again with another story/conversation

This keeps going until you're in natural flow like with your friends when it's all just smooth sailing. That's what you're shooting to get to every time.

Note: If I go three times, tell three stories and then throw the conversation back to her, and she still doesn't open up I'll usually quit. If a girl's not talking it usually means she's not into me and guess what? I'm not into girls who aren't into me. However, she might like you and be really shy. If she is a specimen of particular beauty, I might ask her

- a) if she's shy, and
- b) if she wants to keep talking

If she says yes to these maybe I'd keep going. But personally, even if she likes me, I'm not particularly into shy girls. So I'll usually quit. This is situational though and depends on what you feel for the girl. I'd say just follow your instincts.

Closed loop questions:

As outlined above, you can see how asking a good open-ended question can get things rolling. However, there are also "closed loop" questions that can end conversations immediately.

It's important to avoid those ones.

For example “So, are you busy right now?” is bad. If the woman says “Yes,” then you just talked her out of a conversation. Similarly if you ask, “Hey, can I talk to you for a second?” she’ll often decline because you gave her a choice. Your approach was also weak. This is the equivalent of trying to stop a woman who is walking down the street by coming up beside her and hoping she’ll stop. Can you see why? In both cases you are asking her permission for a conversation. Big mistake. **A real man doesn’t ask for permission.** I’ve seen guys do this that are supposed to be good with women and it’s hard for me to watch because what they’re doing is walking up to a girl and going, “Excuse me. Can I say something really quickly?”

Why would you ever ask another human being if you could talk to them? Just fucking talk to them! If you have any balls or self-worth you wouldn’t have to ask. It’s pathetic!

Now there is a huge difference between calling something out like “Hey, I can see you are busy” and asking “Are you busy?” The former shows social intelligence and actually opens her up for conversation. You’re telling her you get her situation and that you’ll be brief. That’s awesome. The latter shows her you don’t have the social intelligence or guts to start a conversation, and has the least chance of being effective. (Refer to “pre-frames” section for more on those.)

More on Assumptions

Another thing you can do in a conversation, especially early on, is to assume things about the woman. Assumptions and guessing are very similar...but not quite. By assuming you’re presuming to know something already. You’re saying something you already believe to be true and it’s a lot stronger. Assumptions are intrinsically cockier and more playful, and they’re win-win:

If you assume something and you’re right, girls are impressed. If you’re wrong, they’re going to be curious as to why you thought it to be true.

Making an assumption as an opener, or early in conversation, can be extremely effective. Often I’ll walk up to a girl and go, “Hey, you speak Spanish?” She’ll say, “No.” I’ll say, “Oh, you look really Spanish.” Boom! Suddenly, you’re talking about “why.” She’s going to become curious and

ask “Why do I look Spanish?” This is where I get the conversation flowing. “You have this really friendly thing going on. You’re kind of sexual and open. I don’t know, you just seem Spanish.”

If you make an assumption and she says you’re right you go, “Oh my God! I’m so good at this!” or, “Fuck yeah! I’m psychic!” You can also be mysterious and say, “I have my ways of knowing these things,” and suddenly, she’s thinking, “Oh, this guy is really perceptive” - a very good start to an interaction.

It’s important to assume things that you actually feel/suspect because when she asks WHY you want to have some kind of reason or you’ll look like an idiot. Authenticity here is important, just as when you open with some kind of compliment. Say what you’re really thinking – don’t make up totally BS assumptions that aren’t based on anything. They won’t work.

If you’re wrong it opens the conversation up even BETTER!

If I say “You’re a dancer, right?” and she says “no!” I’ll tell her why I’d guess that. “Well, I just thought you’re a dancer. You’ve got an amazing body and you move gracefully and have this friendly energy...dancers are always friendly – I was sure I was right. So what do you do?”

You’re getting into a conversation and all women love hearing about themselves and why you thought they were this or that. It’s great for them.

In a way it almost reminds me of palm reading, except this is real. You are in touch with your instincts and your assumptions are an extension of that. So just get in there and take a shot – you can’t go wrong with it.

Don’t be GERMAN

Another big conversation killer is asking girls tons of *questions* early in the conversation. You’re going up into the conversation and making some connections, but if you just keep on asking question after question what you are signaling to the girls is that you are not paying attention to her answers. After all, if you were listening to her answers you’d be taking interest in them and be asking better questions that would turn into *conversation*. If you



were listening you'd be able to relate.

The goal of every conversation with a woman is to get her to open up so you can actually connect with what she's saying. So after the first few minutes, *shut the fuck up and make sure she's doing most of the talking*. Remember: your questions should be based on her previous answers and led by your curiosity about her – not by some pre-set script you think you should be using. This is tremendously important. The mistake guys make is they just shot-gun question after question and don't interact with her answers. This is that fastest way to let her know you have no real interest in her and/or have no idea how to have a real conversation with a woman.

Re-cap

So initially go with the small talk and then go deeper. If you have any time, as long as she's not in a rush, try and get to know her and have a real conversation. Active listening, which has the added benefit of lowering the heart rate and blood pressure, demonstrates your interest in her, but you need to know what your intention is during the conversation. Depending on what your intention is, the conversation can take a very different direction. Knowing what her deal is and what she's up to that day should have an impact on your intention.

Example: I might walk up to a girl thinking I want to get her phone number, but it turns out she's actually available for some immediate fun because some guy just flaked out on her for a date and she's totally free for the next four hours. My intention is no longer getting her phone number, it's now "Hey, let's go right now and have fun" ...and maybe end up in my place and have crazy sex!

STORY TIME:

A few years back I was teaching a 1:1 session with a Scandinavian fellow. I sent him to talk to a woman who had very open body language. He spoke to her for a couple of minutes and did okay, but he failed to lead the conversation forward and she dismissed herself. I told him "Wait here, I'll be back in a sec." I approached the same girl and said "Hey did that guy just hit on you? How did he do? I'm envious. Now It's my turn!" or something along those lines. I was teaching so I kept it brief, got her number and

agreed to meet her at a nearby coffee shop at 8pm that evening. In that situation, all I had to do was push a little bit more and figure out the best logistics for the situation, and I was able to succeed where my student had failed!

Numbers ≠ Connection

Many guys make the mistake of believing a girl's phone number is the most important thing. It's not. Connection is. Dudes are going up to girls and getting these empty phone numbers that lead nowhere. They're not going out with girls on instant dates when they could be. They're not getting sex when they could be. They're getting all these flakey phone numbers because they're not connecting - they're under the mistaken impression that getting the number is the prize. In fact, a number without any kind of conversation preceding it leads nowhere over 90% of the time. It's absolutely paramount to connect with and project your intention and relate to the woman on a genuine level.

When I see a beautiful woman and I approach her, I always have a solid intention. Maybe I just want to see if she's fun and take it from there. Maybe I want to get laid that day. Maybe I just want to take her for a juice and see what happens. But there's always an intention there.

Generally speaking, my overall intention is to let the girl know that I'm attracted to her, talk and connect with her, then figure out where I'm going to take it based on the connection and vibe that we have.

Although you should start with an intention, you must also be adaptive to changing situations. If my intention is to take her for coffee right now, but her circumstances won't allow it - I'll make plans for another time and then swap numbers. But I'm not just getting her number to add to my collection of phone numbers. I got plenty!

Body Language

Yet another juicy topic I must bring up in this section is body language. I'm not one of these guys that obsessed over it. I don't spend days or weeks trying to get perfect body language and you probably don't need to either. Check yourself out in the mirror and ask some female friends what vibe you're putting off with it. If it's just "ok," that's good enough. If they tell

you that you're coming off weird or creepy - work on it. However, I don't believe you can just magically attract women to you with great body language alone.

If you do have poor body language, here are a few things you can do:

- When you wake up and a few times throughout the day, just stand completely straight against a wall so your back and the back of your head are touching and your head is pointed straight forward. Hold for 60 seconds and then walk off the wall, and feel what that posture feels like as you walk around. Try to keep that going as long as you can!
- To help keep your posture aligned, make sure your core (stomach muscles) are always slightly tensed when you are walking. This naturally tilts the pelvis to the correct angle and will help you walk straighter
- Yoga, the Egoscue method, and Alexander technique are all excellent for correctly aligning your posture and helping reduce any back pain you might be suffering from, but you have to dedicate a certain amount of time to doing the exercises every day or so!

Reading A Woman's Body Language

Much more important than being overly concerned about yours, is being able to read *her* body language! It's important to be aware of the signals you get from the moment you meet her until the moment you get married (or break up!) A woman's body language will give away how and what she's feeling. It's not hard to figure out and you can fine-tune your behavior to align yourself with that – saving you a lot of hassle. You can determine whether she's in a rush, in a good or bad mood, if she wants to be approached or flirt, or even if she's ready for sex *right now* – all from her body language.

Here's the most important body language tip: if she doesn't want to be there, she'll leave. Remember this rule:

If a woman is talking to you without actively trying to leave the conversation – she's at least somewhat interested

Her presence itself means she *wants* to be there.

Sometimes she may be interested, but she really has to go. That's just part of life – but doesn't mean there wouldn't be a connection or she isn't interested. She just has to be somewhere. In those cases get straight to the point and ask her out. You have nothing to lose as she's leaving anyways. Pull the trigger!

Some other small things about body language:

If a woman puts her weight on one foot and crosses her other leg to get comfortable, she's settling into that position. That means you have her interest for the moment. You can definitely go a bit deeper in the conversation and it's unlikely she'll make a move to leave soon.

Women's eyes are a dead give-away too. If she's looking at you with ALL of her attention, she's fully present in your conversation. That's good. But if her eyes are darting around all over the place – you don't. If she keeps looking in one particular direction that's an indicator of where she wants to be or what she's interested in. If she's looking at the door, she wants to leave. If she's looking at her friends, she wants to go to her friends!

PRO TIP: Women are much more aware of these types of cues than we are. Knowing this to be true should make abundantly clear the importance of **maintaining full eye contact with women you are interested in**. Anything else will signal that either a) you're not interested in them or b) You don't have the internal wherewithal to maintain eye contact. Either of these assumptions will prove devastating to your chances of success.

Be aware that, overall, there is an energy each woman generates in the first few moments of your approach. She's either totally not interested, somewhat disinterested, neutral, somewhat interested, or quite keen. If you are one of the guys that can't tell the difference between these states you will waste a lot of your time.

Exercise #1: Each time you approach a woman, try and make an instant judgment of her level of interest. After the interaction comes to a conclusion, ask yourself if your judgment was right. If you're right most of the time, that's good. Simply decide which category of women you are prepared to deal with. If you're often incorrect – you need to work on this skill. Keep at it until you feel you're competent.

It Ain't Over Yet...

A conversation is not over until she tells you to fuck off or until you've said, "I like you. Let's go on a date." Never assume anything. A lot of times girls will be into you and they're just hiding it because they don't want to feel slutty or they don't know how to flirt. Just go for it. You have absolutely nothing to lose.

Now believe me, if a girl really doesn't want to talk to you you're going to know. It's as simple as that. So go out there and get it done!

You need to have something after you deliver the compliment. Have a question, have an assumption, or have a statement. When you see her initially and you think she's beautiful, begin asking yourself what do you find beautiful specifically? Bring out that curious part of you and ask yourself what you are really wondering about her? Are you curious about where she's from or what her favorite food is or does she like Kung Fu movies? What is it about her that you'd like know more about?

Don't worry, I go into this deeper a bit later in the book. But initially, if you already have something that you're curious about, and you start a conversation with a girl using that "hook" – that's good! You've already got something to talk about. There's no limit to what you could be curious about.

Curiosity based conversation starters:

- How many languages does she speak?
- Where did she get a funky coat/scarf/pants/sweater/bag/anything?
- Why does she have such a confident walk/posture/body language?

It's good to know which of these things you are more likely to notice. Get used to noticing them so that you already have a question ready and you don't freeze up.

Q: Guys often ask me, "Should I use a memorized ['canned'] opener?"

If you're starting out there's nothing wrong with having a few 'go-to' lines. Why not? Better than freezing up and missing out on meeting an amazing lady. Am I right...or am I right?

But you want to get to a point where you don't need pre-scripted anything as quickly as possible. That's natural game. Having to use some line, just like having to do a routine, wear some outfit, or drive some car is a crutch. You're depending on something other than yourself – other than WHO YOU ARE – to meet women. In the long term you'll never find the woman of your dreams. **Only by becoming comfortable with yourself, your intentions and your instincts can you truly succeed.** (As an added bonus, by doing this you'll never saying anything 'cheesy' or 'obvious' or anything that any girl will ever recognize as 'game.')

The day you walk up to a woman saying she's sexy and she goes "Whatever bro, you're just doing direct game!" is the day I quit!! Men (real men) have been giving girls compliments and starting conversations based on whatever they feel like saying since the beginning of time. It's just what real men DO.

You with me? You **need** to get there. That's what this whole book is about!

Here's a couple you can use:

"Hey, you weren't just going to walk by without saying hi, were you? I'm (name)."

"Excuse me, I think you owe me an apology. You walked right by me and didn't even tell me I have a great butt. How rude! As I'm such a wonderful guy, I'll give you a chance to do it now. (Turn around slowly) ... then introduce yourself."

"Hi there. You look a little sad, so I thought I'd come over and flirt with you a little. You've got a great smile. Ok, now it's your turn to give me a compliment"

Yes, those work great but DO NOT just use them over and over. Trust me – you'll thank me a year from now!

That sums it up for this chapter. Hopefully you've gotten some good ideas about what to say, what not to say, and more importantly – how to go about developing your natural-born conversational instincts!

I feel like a completely new man. After the bootcamp last weekend, all week I've been going out, trying bits and pieces and applying it to all my interactions. It's insane. I'm not just meeting more girls - girls are into me... they're just GIVING me their number!! I'd say my results have tripled, but I didn't really have any before so that wouldn't be accurate. They've increased INFINITELY!

-Mike D

Hola! I am a little late with the review because I'm too busy going out with all the girls I approached on the weekend! I took Sasha's bootcamp in Amsterdam and while it's corny to say it, it really changed my life. I was already doing approaching before I met Sasha, but his personal approach to the bootcamp and specific feedback to each student improved my game 300%, I am now much more comfortable approaching single girls and can approach groups/couples whatever and overall I learned how to have more fun and make deeper connections with women. Sasha is truly an impressive person and is definitely a role model! Highly recommend the bootcamp!

-Karim

CHAPTER 6

THE THREE KEY INGREDIENTS

Now I wanna talk about the three most critical ingredients that you want in every conversation to give you the maximum chance of success. These three ingredients are so important they got their own separate chapter...so if you only take one thing from this book, this is it!

Ingredient 1: You must let the girl know you're physically attracted to her

If you're talking to a girl and she doesn't know that you're physically attracted to her – that you actually want to have sex with her and you're interested in her – you could talk to her for ages and at the end of that conversation she'll dismiss all your hard effort with a casual, "OK. See you later." And then if you try to get her number, she might well be thinking, "Why?" She may not understand what you actually want from her.

If you're a beginner or intermediate, give her a compliment. Tell her that she's beautiful or has a sexy walk or ass or whatever it takes so she knows you like her. If you're more advanced you don't necessarily have to say it. You can use eye contact, body language, flirting, etc. You could actually start physically escalating things by touching her in a sensual way – she'll know. Personally, I like to verbalize it. It's really clear and simple with very little room for confusion. Compliments are also great because you can have a lot of fun with the compliment itself, how you say it, how sexual you make it, and so on. The possibilities are endless.

I cannot fully emphasize in book format the importance of this simple step. I would need to yell into a video camera for at least five minutes to make the importance of this abundantly clear. You separate yourself from something like 99.9% of men – who do NOTHING. They seldom approach, and if they do, they certainly don't make their intentions clear.

If you just went around all day giving genuine compliments to women (based on whatever part of them you found attractive) YOU WOULD GET

LAID REGULARLY.

If you add in my next 2 rules and improve yourself in other ways too, you will be killing it!

My second rule is:

Ingredient 2: You must make the girl feel you are genuinely curious about her

This is where so many guys go wrong. A woman wants to feel that you're genuinely curious about her. Her interests, who she is, her wants, her needs, her life. She wants to be with someone who cares about her. Even a woman who is desperately horny will still want to feel that you give a shit about her before she has sex with you. A woman could be walking down the street thinking "I just want to get laid" ...and still wants to feel special - even if she talks to you for 5 minutes and goes to your place straight after.

I had a girl walk up to me in a bar once. She barely even asked me my name and she just said, "Hey, let's get some drinks and go back to your house." She just wanted to get laid...and I declined. This girl didn't know me at all. She could have walked up to any guy at that bar and done that. All she cared about was getting some random dick and I thought, "well, this girl doesn't get me or why I'm special. She doesn't understand me at all." I wasn't interested.

But if that girl took a couple of minutes to get to know me and she said, "You know what? You're not just a pretty face. You've actually got a great sense of humor and you're very intelligent too. I like you. You know what? Let's go back to my place and fuck." I would have said, "Yeah, cool," because I would have felt that she wants ME. Awesome. Let's go!

So even a girl who's absolutely horny and just wants to get laid still wants to feel that you like her a little bit and that there's something about her you admire, like, respect, or are interested in. The easiest way to put that across is to let her feel that you're curious about her. It's the most attractive quality of all and the best thing you can do.

How do you do it? Fundamentally, by actually listening to what she says

without interrupting; by having pauses after she talks, by processing, and by really digging deeper and asking questions. You can't FAKE it – you need to develop your curiosity about women. What are they like? What do they worry about? What do they think about men? You need to look at every woman you ever talk to as an individual and realize she's different from every other woman you've ever met. What makes her special? It's really as simple as that. If she doesn't feel that ingredient, you're just another random guy who wants to get in her pants.

The only exception to this is if you're being 100% pure sexual and you just walk up to the girl and say, "Hey, you know what? You're fucking sexy. We need to hook up." That's fine. In that case, if it's really all you're going for and you just want to fuck, that can work. You don't need to show curiosity in that situation.

However, the majority of guys want to go on dates with women and in those cases you're going to have to show curiosity by connecting with her as a person.

Ingredient 3: You must pull the trigger

You must be able to take the interaction to the next level. That means different things depending on the situation. If I'm talking to a girl I've met on the street, pulling the trigger might mean saying, "Hey, you know what? I like you. Let's go for a coffee right now." Or "You know what? I like you. I'm busy now. But give me your number. I'm going to call you later." Or "You know what? What are you doing tomorrow night? I've got two tickets to this awesome karaoke thing, why don't you come with me? It will be great fun."

So for a street approach, this is probably just asking her on a date or getting her number. If you're in a bar, she's horny, and you're making out with her, it's probably more along the lines of "Hey, you know what? Let's get out of here," then pulling her out of the club and into a taxi or a bathroom (if that does it for you...I don't judge ;)

The important part is: *if you see a window of opportunity and you don't take it, you may very well lose the girl.*

Those three ingredients are the important things that you have to do in every interaction for you to get results.

Here's a challenge for you:

You can let a girl know that you're attracted to her, curious about her, and pull the trigger all in **one five-word sentence**.

Can you guess what those words are? Take a minute and see if you can figure it out then come back and continue reading.

Did you get it? I'm guessing if you came up with a sentence, it's probably something like, "You're hot, let's fuck." Or "I like you, let's go." Best-case scenario you got maybe two out of the three? But not three out of the three. So, the five words are:

"You're gorgeous. Let's get coffee."

You're telling her she's hot. You're saying, "Let's get coffee" - which implies you're going to sit there, talk to her, and get to know her (i.e. you're curious) AND you're actually pulling the trigger by asking her on a date right then!

All three ingredients in one sentence. If you're talking to a girl and you don't remember whether you told her she was hot or you're not sure how to pull the trigger, just look at her and say, "You know what? You're sexy. Let's get coffee." Bam! You've just done it. You asked her out. You let her know she's hot. It's beautiful - and simple!

I managed to meet some really hot girls in my area since Sasha's bootcamp. I'm now sleeping with THE hottest girl in my University because I took the time to learn this - and then go for it! Highly recommended!

-Justin Q, Southampton

I'm a teenager using direct and it's made me a better person by being able to express myself. And the girls really like that. I'm glad I found out about this at an early age and I could only imagine the possibilities when I get older. I've gotten pretty good at the whole concept of being direct and I've talked to more girls in the past 2 months than I did in one whole year. I'm having a great time doing this and meeting new people, it's intoxicating.

I don't plan on stopping Direct because I used Indirect and it pains me to not be authentic. Thanks, Sasha, for changing people's lives and sharing your information with others.

-Christian

CHAPTER 7

HAVING FUN AND BEING PLAYFUL

If you're a super serious, stoic guy you need to learn to lighten up, have some fun, and be playful! Having fun is one of the most important aspects of enjoying the process, finding yourself and finding you a girl (or a few!) Plus, this makes connecting with women so much easier and more enjoyable.

Key Mindset: *Experiencing fun and enjoying yourself should be **more valuable** to you than actually picking up women. Adopt this mentality and you can never go wrong. You will be on the streets, having fun, and getting a girl's number or arranging a date will be an added bonus. Having fun should always be the number one goal. It's a win-win way of existing.*

Positive energy and flirting go hand-in-hand. If you can just pull off a flirty/happy/playful vibe, you can do extremely well with women, as long as you can follow through. My good friend and fellow dating coach John Keegan often just walks around waving at girls saying "hello" and ends up getting tons of dates simply from doing that! It seems simple, but the energy behind it is so playful, fun and flirty that he conveys everything he needs with remarkably little effort. He often gets women virtually begging to come home with him after (seemingly) doing nothing, but his vibe says it all. The difficult part is getting your inner game solid enough to get to that point. That is the real challenge. Once you truly believe you are worthy and you feel good about yourself, getting girls really is as simple as saying "hello."

Being fun and letting loose is very attractive to women. When you are indifferent to people's judgment, when you're feeling free and having fun, women will notice you. Go out there and have a blast and the girls will come (pun intended ;)

Somewhere along in life we were all burdened with responsibilities. Things like paying rent, credit card debt, mortgages, having children, and such. These things have taken their toll on adults and we've all forgotten how much fun we had as children before the responsibilities came along. To deal with these responsibilities you have to be logical and serious - over and

over and over. Many of us simply have no choice but to be in serious mode the majority of the time. Who has time for fun when you're struggling to make rent or put food on the table for kids from a failed marriage?

It's no surprise that most people are totally disconnected from their ability to have fun and be playful.

How do we bring it back? Start by taking little risks. Do something you perhaps shouldn't. Say something you perhaps shouldn't. Be cheeky next time you speak to a girl and accuse her of hitting on you. Be a little outrageous for once. I have a whole chapter on flirting, which is a simple, quick way to bring back the fun.

Try physical things with women such as actually picking a girl up off the floor and carrying her somewhere. Spank them, pinch them, all with a humorous fun tone. A lot of guys think touching a girl is an advanced move but as long as you're coming from the mindset of fun, it's perfectly fine. If you have a creepy face that says, "Uh oh, I shouldn't be doing this" then the girl will react badly. But you can spank a girl's ass in a fun and playful manner she will not be affected by it at all. She's going to be having fun with you.

Next time you think "That would be funny, but she may not like it" take a leap and do it. Enjoy yourself!

Getting physical with girls is fun and risky. Pull a girl in to you and say "You know what? We're going to be together forever and make a baby." As I've already mentioned, one of the things that I do for fun on a date is say "Hey, do you believe in Vampires?" she'll say "No." and I say, "You should." then I bite her neck. Biting someone on the neck is very playful and very sexual.

Another thing you can try is asking the girl, "Hey, do you like piggyback rides?" if she says, "Yes," then I'll say "Awesome!" and jump on her back. Of course, readers beware, don't actually put all your weight on her back. Just keep one leg on the ground and pretend to be jumping on her back. She'll likely burst out laughing and call you crazy or an asshole. Tell her you're kidding and let her jump on your back. Physical is fun.

If your date is at night you'll likely be walking her home past some kind of alley or side street. I'll always say "Don't worry, I know what you're thinking, but I'm a gentleman. I'm not going to push you down that alley and molest

you. I promise.” To which she will laugh. As soon as we get to the next alley I’ll turn and say “I’m going to molest you down this alley!” and push her in there and make out. It’s all about building up the tension from making that first joke and being confident enough to take the risk of being fun and physical later on (even as soon as 30 seconds later) at the next alley.

Getting physical with a girl is excellent and should be done often. Not only is it a great way to bring the fun, but it's the easiest way of getting sexual relatively quickly.

However, this is more so on dates than the approach. Guys often ask me, “Sasha, should I physically escalate when I meet a girl for the first time?” and the answer is no, you don’t have to, although it’s certainly possible.

Another fun thing: you can sabotage her whilst playing pool. I make a game of it. I’ll bump into her when she takes her shot. I’ll say funny things. I’ll block her view, pinch her, spank her, and distract her in any way possible. Anything childish is good.

“Childish?” you might be thinking. Yes, be immature. This is another part of being fun. When you do something immature people look at you like “What the fuck?” You know it’s immature, but you don’t care what other people around you think. Stupid childish things would include: sticking your tongue out, throwing things at people, being silly and defiant to authority figures. Be naughty. Be playful. Be silly.

Never hesitate to cause a scene. Women are attracted to guys who will stick up for what’s right. I often will complain and get into arguments with waiters or other customer service people when they do a bad job. Several women have commented they like this about me, because I don’t take shit when I’m unhappy with something. They love it! Most guys are just too timid or socially programmed to complain about anything. So amazingly, in a strange reversal – whining and bitching can be seen as sexy! (But yes, there’s a classy way to do it – keep it clean, folks!)

The opposite of fun is boring. If you don’t remember the last time you laughed your ass off – you’re likely in the “boring” category. Or you’re from Austria. Either way you must work on developing a fun, mischievous mindset. If you don’t have that mindset then your interactions are going to be a little boring. Your dates are going to be a little boring. You’re not really going to

be able to hold on to a girl because girls want fun. They want a guy who can let loose and have a good time without taking himself too seriously.

Showing humility and making fun of yourself is another way to show you're fun. Don't beat yourself up in a self-deprecating way, but a joke about having a small penis is fun. It shows "Hey, you know what? I'm comfortable."

In the past I've used this by responding to a girl's question about my job by telling her I'm currently homeless and then ask if she can spare me a sandwich. The girl knows I'm not homeless, but it's fun. Try telling a girl you clean toilets. She knows you don't clean toilets, but it shows her you're fine with being nothing. You're not bragging about a fancy job title to define who you are. Being comfortable is a beautiful thing.

As an aside, this also destroys anyone else's ability to put you down. For example, if someone calls me a retard (and I at times make jokes about just that) my reply would be simple. "Yeah I know – I'm like retard number one!" This would completely disarm whatever douchebag might be trying to put me down. Simple and effective.

It's important to note that there is a huge difference between having fun and being playful and being 'funny.'

Funny is overrated. Guys ALWAYS ask me how to be funny and they're asking the wrong question. The question is "How do I become more playful?"

Funny guys are always cracking jokes, trying to get attention, and trying to impress. If you're a bit funny that's fine, but when it comes to dating, any more than that will be seen as try-hard. They'll think you're showing off. If you really are a naturally hilarious guy that's ok. Just tone it down for your first interaction and your first date so she can connect to the deeper you. Take it easy, the jokes will still come out.

Work on being playful. What's my definition of the word? The ability to take things easy and see the funny side of all things. Simple as that. It's not just that women love having fun and that playful people are a lot more fun to hang around. It's that a woman wants to know that the guy she's with can laugh about life when shit goes down. If you're playful, a woman will assume that you can handle whatever life throws at you. If you have a

temper tantrum every time someone spills milk on you, she'll figure out what kind of guy she's dealing with really quickly and run for the exit!

There will be a point on a date, or in any interaction, where you need to take a step back and listen. Connect with the girl and stop goofing around. This was my weakness for a long time because being funny came very easy to me. Most guys need to lighten up, but EVERY guy needs to pay attention. Once you've injected that fun and she's interested in you, it's time to relax and show your deeper side so she can show hers.

About 2 months ago I was walking through town when I passed boots and saw this fucking beautiful girl stacking the shelves. I walked past and about 5 seconds later thought "what the fuck am I doing?!" and turned around and went in to talk to her.

I won't tell you the whole conversation, but I basically went in and asked if they sold pregnancy tests and when she showed me where they were and how they worked I asked if I could use the toilet there or if I had to take it home. She looked confused. Loving my own amusement, I proceeded to try and convince her that I thought I was pregnant because my nipples were really sore (insert rubbing). She was really laughing and giving me all sorts of IOI's and when I eventually said why I was really there she seemed disappointed to tell me she had a boyfriend.

We spoke for a few minutes and I left. This weekend I was out with a few mates in a club (a place I have always hated!) and the same girl from 2 months ago runs up to me with a huge smile going "Oh My God its you!!" and grabs me, pulls me over to her friends (all equally hot) and says I'm this hilarious guy and I instantly have this connection with all of them. The original girl was still with her boyfriend, but that doesn't matter. When the end of the night came I left with one of her absolutely stunning friends and we spent all night and the next day fucking like rabbits. I have you to thank, Sir!

That is just one of nearly countless examples in the last 6 months. You changed my life, man!

-Mike

So you stopped a girl like a boss. You used a playful preframe before telling her how sexy her legs look in those little shorts. You found out that she's single and doesn't have anything important going on for the next few hours. She was happy to talk to you and was flattered that you're so curious about her. You pulled the trigger for an instant date and now you're sitting next to her in a park drinking green juice. BAM! So how do you go from being a random guy with balls to being someone special to her?

The key to forming a strong connection with a girl is to make her feel appreciated for the qualities that make her a unique and amazing person to you.

What are these qualities? This will be different for every guy and it is very important that you think about exactly what you want in a woman. You absolutely must know this. If you don't know what kind of girl you really like then you won't be able to make her feel appreciated for being that special girl.

Now, before you continue any further into this book, get a pen and paper and list the top twenty qualities you love for someone to have. It's list time! For example, I like a girl who has a sense of humor, is adventurous, sexually open-minded, and loyal to her friends. Think about the characteristics a girl needs to have for you to really want her in your life. Nothing physical, so don't put "nice ass, big tits." I'm talking about personality traits. Do this homework right now. Daddy wants twenty!

Welcome back. You have your list of twenty things, right? Some of you may have struggled to come up with even seven or eight. If that's the case this means that you really don't know what the fuck you want and you need to figure this out. Some of you may have come up with a massive list with way

more than twenty. This is really good and shows that you know precisely what you're looking for.

Now take that list and narrow it down to the three most important traits that are non-negotiable to you. The top three traits that a girl absolutely must have in order for you to be interested in making her a part of your life. Yup, pause the book again and come back when you've figured these out :P

Okay, so you should have two lists in front of you. Your twenty qualities and your three non-negotiables. From now on when you're talking to a girl your job is to find out whether or not she passes your test. You need to be looking for those non-negotiables you require for a girl to have a chance with you - and if she doesn't, you must be willing to walk away. Being willing to let her go shows her you are a high quality guy with high standards, you're not just looking to bang some random chick, and you're serious about finding an amazing girl.

A non-negotiable for me is I won't date smokers. No exceptions. If she smokes I will not date her. Doesn't matter how hot she is. I'll say "Call me when you're done smoking." If a girl doesn't have a sense of humor, I'm not interested. If she doesn't find me funny and laugh at my silly jokes, there's no way I'm dating her. If a girl isn't loyal, doesn't stick to her words, and her friends aren't important to her then I'm going to pass.

Now other things are important to me, but aren't essential. For example, I like for a girl to be adventurous. That's really cool to me, but say a girl is really intelligent, we're having amazing sex, and she would just rather stay at home and hang out than go travel to South America. I can work with that. I also like for a girl to be physically active with things like running, working out, sports, or yoga. However, if a girl looks good I'm not going to reject her just because she doesn't exercise. Although these things aren't mandatory, if a girl has them I will certainly let her know how cool I think she is for it.

Again, you need to let her know why you think she's awesome. As you're talking and getting to know her, pay attention for things about her that you really like. For example, if you have her laughing a lot you can say "Hey, you know what? I love that you actually have a sense of humor. That's

awesome. Every other person in this town is so uptight! I really like girls who are a little goofy. They're so much more fun to hang out with."

Say a girl tells you that she once traveled to Africa volunteering to help a poor village full of starving people with AIDS. Fucking awesome, right? How many people have you met who have done something like that? And what is that telling us about her? A lot! She's adventurous and brave to go far away to a dangerous world. She cares for other people and she's compassionate.

If a girl tells me that she went and volunteered to help African kids, I'm going to be like "Holy fucking shit! That's fantastic. That's amazing that you're a compassionate person and you actually care about other people. That's super important to me. I love women who are good people. I'm a good dude myself. I care about people and it's super important to me to meet a girl that's like that as well." I'm always on the lookout for those characteristics.

And let's pretend for a second that I'm not quite sure if a girl has a certain quality. I simply ask. "Hey, are you adventurous?" If she says "Yeah." "Cool. Where have you travelled?" or "Cool. What's the craziest thing you've ever done?" You can directly seek out those qualities. If there's something you're hoping she has, this may not come up in a normal conversation so just bring it up.

Example:

"Hey, do you cook?"

And if she tells you she's an awesome cook, loves cooking, and can make this amazing dish, I would say "Well that's a relief. I love to eat and it's important to me that a girl I'm hanging out with can cook. I'm a pretty good cook myself."

On a simple level, what I'm doing is finding the things that are special about her, letting her know that these make her special because other people don't have these qualities, and then I relate it back to myself. Let's look at the example of a good sense of humor. I would tell her "Look, I think it's really important that you can laugh at life because tragedies happen and if you can't take things lightly then life just isn't very fun. Most people are

lacking this and suck to hang out with, so it's great that we have this thing in common."

Or the example of a girl who traveled to Africa. "Hey, that's awesome. You know what? You care about other people. That's really important to me. I've never gone to Africa before, but I used to volunteer with homeless people in a shelter and it made me feel really good. Doing kind things for people is important because it really reflects who you are and reflects your love for yourself. That's really cool that we've got that in common. Most people are really selfish and would never go out there and help others."

Again, I'm looking for things about her that I admire and when I find something I let her know that she's awesome for having that and why it's important to me.

You want to be able to find five things in a conversation, five qualities that she has that are awesome and then tell her she's awesome because of these characteristics. She should at least know those same five things about you. If I can't tell you five things about what makes a particular girl amazing, I don't think I've done my job and I'm not going to try and get her number. In fact, if a girl tries to leave the conversation and I've only found out one cool thing about her, that's basically telling me she's not that interested. That's my rule: five things, otherwise I haven't done my job.

PRO TIP: After you get a girl's number, as you walk away save your 5 things in your phone either as her last name or in the contact notes section. That way, you'll remember what you guys talked about and what was cool about her when you see her again on your date. The fact that you remember those things will mean a huge amount to her, and show her that you are genuinely interested and curious about her, and you're a guy who actually listens!

Going Deep

There's one other major thing that I'm doing in conversation that is very, very important. I'm trying to find out this girl's passion. I'm trying to find out why she's on this planet. Everyone has been asked "Hey, what do you do for fun?" It's a very basic level question, but getting a little more creative with your questions can make you stand out from everyone else she talks to. Some much more fun questions are:

"Hey, what are you all about?" or

"What do you love?" or

"What are you addicted to?"

I'll say "Hey, what are you addicted to? Because I'm addicted to really fun stuff. I'm addicted to travel. I'm addicted to helping people. I'm addicted to stand-up comedy. I'm addicted to eating healthy. I'm addicted to yoga."

If a girl tells me that she's a dancer, she loves it, and she's been able to make a full-time job out of it, fantastic. It's really easy to connect with her. I'll tell her she's really fucking lucky and it's amazing that she's actually doing something she loves and that I want to know more about it.

Be aware that a lot of people are doing a job that is not their passion and some girls you talk to might be working in a job that they don't like. If a girl tells me that she works at Burger King, I'll say "OK. Cool. I understand you're doing that because we all need to eat, but what's your ideal job?" Or "What do you do with your free time?" Or "What do you love doing the most?" Or "What do you fantasize about doing when you're in Burger King?" Or "If you won \$10 million, what would you do with your time?" She might respond to that last one with "Well, I'd buy a horse and go riding around." "Oh, so you love horseback riding. Cool"

Some girls won't know what their passion is. They'll say, "Well, I'm not sure. I don't know yet." And we'll have an interesting conversation about "Hey, here's what you can do to find your passion. You should go and travel. Take some time off. Go and meditate. Go and do yoga to find yourself." And then that can lead to some other interesting conversations.

Generally, most people do know what their passion is and once you find

out what it is you want to get them to open up about that. Ask "What is it about that you like? Tell me more." You just want to get them to tell you about why they love it so much. What is so fun about it? What do they love about it? And potentially stuff like how they got into it, their first experience, their best experience with it, etc. Another great question is "How does doing that make you feel? Does it make you feel excited and free? What's the emotion behind it?"

A girl may say "I love ballet dancing because it makes me feel free." I don't know anything about ballet dancing but I can say "Well, you know what? I've never done that before. However, I'm a stand-up comic. And so for me, I feel really free when I'm on stage and all those people are looking at me and liking my jokes. I like people laughing at me and that's really fun. So for me, freedom is being up on stage and being funny." Just like freedom for her is being up on stage, dancing around, and having everybody enjoy her show. So we have that in common and I can connect to her emotion of freedom. I can say "Well, I totally get that because I do comedy and comedy makes me feel free too." Yippee!

Whatever the emotion is, try and connect to that emotion. You don't necessarily have to do what she does. Some girl might be a fucking shopaholic. "I love shopping. I love spending money. It makes me feel happy." I don't really like shopping. I don't like it at all, but I'd say "Well OK, so you're addicted to shopping and that makes you happy. I'm addicted to eating really healthy foods. It makes me feel good. I don't know why. I love eating healthy foods. I like making salads and shit. I think I like making salad as much as you like shopping. We both have different addictions."

Get them to open up about whatever it is that they love and what is it they love about it. If you can do that, you've actually learned the most important thing about her - what she loves the most.

Alright, so next time you're talking to a girl, make sure she passes your non-negotiables test. If she doesn't, move on! But if she does, then see what other bonus qualities she has by having a real conversation with her. Be sure to let her know why she's awesome and, most importantly, find out what she loves.

Last night I had the most amazing night of my life with a Colombian dancer. These girls really know how to move :P - I was just totally direct and honest when I met her. Within 20 minutes we were on the way back to my place, and that was that! Can't praise you enough man!

-Geoff G

Hey Sasha,

I know you're a busy guy but just wanted to say that I love your stuff and to keep up the good work! Your whole philosophy about self improvement, knowing your value, having fun and having the balls to go after what you want really appeal to me and go beyond "pick up" into all areas of life.

I used to think that the only way to meet girls was to get retardedly drunk and grind against them on the dance floor (like every other douchebag) and MAYBE I would get lucky. Girls are sick to death of it! Its not natural and its not original. I know this now. Getting better every day.

Cheers

-Will

CHAPTER 9

TAKING THINGS FURTHER

As you're talking to a girl for the first time you want to spend as much time with her as possible in that initial interaction. If we're both liking each other and I feel a connection developing I'm always thinking "How do I spend even more time with her so we can connect deeper?" Obviously, if I'm not liking her or she doesn't seem to like me then this isn't the case. But if we do, then I want us to get to know each other as much as possible right then. Don't just get her number and run off!

I have to laugh at guys who just run around trying to get phone numbers because a phone number without a connection is completely useless. In my past I've gotten hundreds of phone numbers that amounted to absolutely nothing. They're really annoying and a giant waste of time. I actually believe that if you just go around getting phone numbers you will actually get worse with women because you're not really learning how to talk to people. You're not connecting. You're not getting to know them. They're not getting to know you. Nothing is actually happening!

If you're one of these guys who goes around doing this and you brag about how you got ten phone numbers yesterday...you're retarded. There's no point to it. Not only are you making yourself worse at interacting with women, you're actually making it worse for other guys who might be interested in talking to the girls that you've spoken to. Those girls are going to start thinking "Oh, there's all these douchebags just getting my number and never calling. I'm not going to give my number out to anybody anymore." It's not good for anybody. You want to focus on **CONNECTING** and not on just getting a phone number – that likely isn't going to ever respond to you anyway!

If an interaction is going well with a girl, I want to hang out with her right then so I'll find out what she's doing, how important it is, if she has plans that night, what she's doing tomorrow, etc. I'm trying to figure out her schedule.

If possible, always try to get her on an instant date. I just say "Hey, let's get coffee right now." I'll grab her by the hand, take her to the nearest coffee shop, and we'll get to know each other.

A phone number is simply a way to get in touch with someone so you can meet up with them. That's it. So don't just get her phone number for the sake of it, then fuck off and try to make plans with her later. If she's in front of you and not busy...hang out with her right then! The first plan of action should always be "What are you doing right now? Let's go hang out right now."

If she's busy with something I'll ask "OK, when are you going to be done with that?" If it will only take her an hour or two then I'll see if she wants to meet right after. If it's early in the day and she's busy until the evening then I'll say "OK, meet me at 6 right over there and then we'll go get a drink or something." Strike while the iron is hot and always try to spend time with her as soon as possible. If she can't do an instant date right then, see about later that day or that night. If she can't see you at all that day then see about first thing the next day. If she's not available tomorrow either then that's when exchanging phone numbers is appropriate so you two can figure something out a little later - and in that case as well you want to make specific plans with a specific time.

Numbers should only be exchanged in the context of making plans. I'll say "Cool, let's exchange numbers in case you're late." (Women are often late - makeup, hair, shaving, etc). I'm not going for her number for the sake of having her phone number! I'm not going "Hey, give me your phone number and we'll hang out some time." NO! I'm getting her number **because we already have plans** and I just want to be able to organize with her. The only time I'll take her phone number without plans is if she just flat out has no idea when she'll be able to hang out, but this is very weak and without a really strong connection you're going to need some serious phone and text game to make anything happen. Again, you want to spend as much time with her as you can in the initial interaction. Stand there for half an hour if you have to, but if she doesn't seem to be in a rush get her over to a coffee place and sit the fuck down!

Getting the Number

When you're taking a girl's phone number you want to make sure you're getting it correctly! It's very frustrating when you call her and it doesn't work or someone else picks up. You don't want to be wondering whether she gave you a fake number or if you put it in your phone incorrectly. What I'll do is either:

- (a) take her phone, put my number in it, and call myself from her phone or
- (b) I'll have her give me a missed call.

It's simple. Either "Cool, let me put my number in your phone," or "Hey, give me a missed call so I have your number."

Don't ever just give a girl your number without getting hers! The mathematical probability of a girl calling you with a number you've given her is less than 1%. That's an actual statistic. It's less than 1%. Even if a girl is really into you, flirting, and thinks you're really cool - she's never going to take the initiative to get in touch with you if you put her in that position. Never. She'll think "Oh, I really like that guy!" but she still won't text you. Girls are not leaders. They're followers. **They expect the man to lead.** If you're stupid enough to put yourself in a situation where she has to call you, you don't deserve her because you're an idiot. Don't ever give your number to a girl unless it's some rare scenario where that is your only option.

For example, if I'm getting on a bus in a hurry as a hot girl is getting off I'll give her a business card or something and say "Hey, you know what? I see you're getting off the bus. I really like you. I'd like to take you out some time. Here's my number. Text me." Cool, but 1% chance she'll ever do it. 1% is better than nothing, obviously, but giving out your number is the absolute last resort. It doesn't matter how much she likes you, she's not going to call. Girls have told me "I really like you" and then I give them my number and they never call. This has happened to me loads of times.

Giving your number to a girl and hoping she'll call you may be the biggest mistake you can make in this whole fucking game. She's not going to call you. Don't bother. It's better to just not give your number out at all. Just accept you'll never see her again because then you're at least being realistic and you won't be staring at your phone for three days.

Phone and Text Game

OK, so you approached a cutie all direct like a baller and had a brief flirty chat with her. You were both in a hurry, so no instant date, but you were still able to discover that you two have a lot in common. She's interested in seeing you again, but she's too busy over the next week as she finishes up a semester of college. You exchanged numbers, but without being able to make solid future plans. This isn't the ideal scenario, but you can still make something happen. A small investment of energy into a little phone action can keep her hot for a good time ;)

Dudes always ask me "Should I call or text a girl?" The answer is simply: whatever you're better at. If you're good on the phone, call them. Absolutely. Fantastic. But if you call a girl and she doesn't pick up, there's no real rule. I just like to have fun with it.

A nice little cheat is to be doing something when you call them so you have something to talk about. "Hey, I've got this big furry cat in my hands and I think he's farting on me." It's fun. You're just talking about normal everyday stuff. Or something like "Hey, I'm just here cutting up this mango and man, this mango is like bleeding all over me. I feel like I'm murdering this poor mango. I'm still going to eat it though. Anyway, just calling to say hey, but you're not there. Hopefully after I digest this mango the guilt will subside. OK. Bye."

Whatever it is, just give them a call. Don't ask girls to call you back because if you're asking them to do an action and they don't do it you'll feel bad and start thinking, "Wait a minute, I told her to call me back, but she didn't!" Don't put the onus on them. Just leave a fun, interesting message like "Hey, I was just seeing what you're doing on Tuesday. I thought maybe we go out and do something fun. But you're not there. OK, I'll try you later. Bye." Click. That's it. If she gets that message and she wants to see you, she's going to get back to you. You don't have to say "Call me back." Of course she's going to call or text you back if she wants to, right? She's not fucking retarded. If she doesn't, just try again in a couple of days.

Generally speaking, I only really call or text girls once and then I'll wait a while. If they don't reply, my next message is going to be like "Hey, did you get my message? Just making sure that you got it." If they say "Yeah,

I got it." That's it. I'm not going to call them again. I don't bother with that bullshit. I just respect myself too much to be chasing girls. If they don't see my value, that's fine. They missed out and they're going to end up dating some douchebag instead of me. Good for them.

So that's pretty much it for calling. Just leave a natural, fun message about whatever you're up to at that moment and don't ask her to call you back.

I never really invested much time into developing my text game, but it's a whole art form of its own. I have a few things I'll share with you though.

My first text is always a classic that I came up with and all my students do it. It just says:

"Hey, (her name). Do you miss me yet? ;)"

I always do the same text message and they always reply to it. It's a really fun message to send. If they say "No." I'll respond "You will :)" And I'll wait ten minutes and I go "How about now?" Just having fun with it. Or if they say "Yes." I'd say "Ha! I knew it." Or "Ha! I knew you love me."

A lot of guys ask "How long should I wait before I start texting her?" Don't wait at all. I text girls that shit as soon as I walk away from them. So if I met a girl at 5:00 o'clock and I'd spoke to her until 5:10, at 5:12, two minutes after I left her, she gets a text going "Do you miss me yet? ;)" It's funny because I just left her and she hasn't even had time to miss me!

Another rule: if it's a boring text that isn't compelling, don't send it. Every text should be original, fun, and compelling. On a fundamental level, if you've done your job talking to a girl, had fun with her, connected, and actually made her feel appreciated, she should want to see you again. You shouldn't have to do all this fancy stuff to get her to hang out. Basic rules: only send interesting text messages. Don't be boring about it. Always text them right away and then try and meet up with them.

If you really do your job during the first interaction, you shouldn't have to really chase them over the phone. Text them right away "Do you miss me yet?" then figure out their schedule and try to make plans with them.

Setting up Dates

There are a few rules I have here to make sure a girl follows through with our plans. Remember, she just met you and her long-time friends are going to be a higher priority than you.

For a first date, never schedule it on the weekend. If you've been dating her a while, it's different, but weekends are just no good for a first date. There's a good chance that her friends will be doing something and she'll be more tempted to flake out on you to go have fun with people who she has a history of having fun with. She doesn't have that history with you and for all she knows a date with you would be boring and lame. If you have plans with her, but then an opportunity to do something with her friends comes up - she'll probably flake on you. If she flakes on your first date she's already decided that you're not very important, she'll probably flake on you again, and at that point you're never going to see her again. It's over.

Even girls who really like you will flake. Girls are just flakey. They're not very good at making decisions. They worry and have mental conversations like "Oh, maybe he doesn't like me. Maybe I don't like him. I don't know." And you never see them again.

Don't set yourself up for that by making plans for Friday night with a girl you just met. Fuck that. It's not going to work out. Monday and Tuesday night are the best days by far. It's unlikely that she's going to have plans on those nights and there's a much lower chance she'll flake. If she's bored she may even be thrilled to hang out with you! This also goes for calling her. Don't call her on a Friday or Saturday night when she will likely be going out. That's retarded.

One mistake a lot of guys make is they say "Hey, are you free to hang out on Wednesday?" That's bad because if she's not she'll just say "No." And then you go "What about Friday?" And she'll go "No." And suddenly you're in this "no" loop where she's saying "no" a lot and you don't know whether she just doesn't like you or whether she's busy. Much better to say "Hey, what's your schedule like for the next week?" And then she says "Oh, well I'm free on this day." You know when she's free and then you can suggest something fun for that day and you got yourself a date!

Alright, so recap:

- Spend as much time connecting with her as you can in the first interaction
- If one of you is in a rush, make plans to see her again as soon as possible
- Only get her number as part of organizing those plans
- If you can't make plans right then, get her number and try later
- Giving a girl your number is retarded!!
- Text her as soon as you leave the interaction
- Don't call her or schedule dates on weekends at first!
- If you really did your job in the first interaction, it shouldn't be hard to get her to respond or hang out with you
- Don't send lame texts

Hi Sasha. My name is Max. I've always been terribly scared to talk to girls that I've found attractive. I've always been a very nice person (too nice), was beaten and bullied mercilessly, and never made it past a friend stage or had a real relationship with a woman. I never could figure out what I was doing wrong.

Until recently when I started to research pick up and stumbled across your infield videos. And I've been adopting your direct game teachings and mindsets. I've never felt this fantastic in my entire life, because of you I now feel that not only I have a shot with any woman that I find attractive or amazing, but that they have a shot with me. And I've been testing this and have been seeing improvements in the way women react to me.

Thanks to you my confidence has boosted sky high. And I've finally realized what I want to do with my life. I want to become a motivational speaker once I conquer my own fears. And I plan to go to college and major in psychology to discover WHY we are born with these fears and how to bypass them. I want to help other men like me overcome the fear of talking to women and more than that – become who they were meant to be, their “best self.” And have no regrets by taking what they want and love life. We are the master of OUR reality.

*I have no money or else I would take your classes in a heartbeat. I'm not sure if you'll ever read this but you have forever changed my life, and I can never repay you. I hope that one day I'll get that chance to shake your hand in person or even get to learn from you. Thank you so much Sasha. You truly are my hero.
Your Friend,*

-Max

CHAPTER 10

PUTTING IT ALL TOGETHER

Whoa! You made it to the last chapter. You're a hard core dating gangster. You must really want the pussy ;)

I've laid out for you all the details of how I meet women and have brought them into my life. It's now up to you to apply what you've learned and start creating the love life you want. Becoming a man who can approach women like a boss and express himself is only the beginning though and new challenges will present themselves as you're becoming better with women. That's right! The process never ends :P

Now it's time to talk about relationships and how to keep your soul and sanity during the journey.

HOW TO DEAL WITH REJECTION

Moving past 'Failure,' Persisting during times of few Results, and Staying Motivated

A lot of guys who get into this run into stumbling blocks along the way. In the community these are called "sticking points."

The first one typically is getting over your approach anxiety. The next one is being able to keep a girl from walking away after a few seconds. Then connection, getting numbers, getting her not to FLAKE, then having good dates, then actually getting girls into bed. And then I suppose being good in bed. And THEN – keeping the girl! I mean it goes on forever.

Obviously I can't cover everything in one book, but I certainly have a lot of work to do in the future! The point is whatever step you are at, you must be aware that you are at a critical point in your development. I say that because if you can't get through whatever stage you are at you'll never progress through the rest of the points to get to a place where you're just naturally good with women.

The key here is to recognize exactly the specific problem you have. Don't just keep doing the same thing over and over again hoping it will go away – it won't. So you can read about it, try things out, and see if that works. If that fails, find a mentor who can take you through tough points. Or at least someone who can help you figure it out – but do not – I repeat DO NOT just keep repeating the same mistake over and over. This will kill your motivation and your hope. FIND A SOLUTION THEN APPLY IT.

If, for whatever reason, you are stuck and you can't find someone to help you and can't figure it out on your own – TAKE A BREAK. Sometimes it is better to do nothing than to do something – and this is one of those situations. Seriously. Go and focus on some other part of your life. Do yoga. Read Spiritual books. Hang out with friends. Volunteer to help homeless people. Do ANYTHING, but DO NOT just bang your head against the wall doing the same thing over. Eventually you will figure it out and continue your journey, but it is totally natural to have tough parts where it's best to relax and do nothing.

Trust me.

It's easy to get loose motivation when you want something really bad and you feel that it's possible – that you are so close – and yet you can't quite get there.

Calm down. Chill out. Seek help, compose yourself, and try again. Didn't work? Getting frustrated? TAKE A BREAK. Calm down – do something else for a while.... You'll get an idea....and then try again.

I remember one time after I had a huge breakthrough with Super AA guy, he emailed me saying he was feeling badly and just couldn't bring himself to approach. Here was my reply:

Yea, those days will happen. It's normal. Because you had a massive breakthrough, u may on some level think or feel that it will ALL be getting easier all the time. That's not the case. Sure, mainly things will get easier. But we all have shit days that will kick are ass, when we're least expecting it.

Often, the best thing to do (I think I said this before) is just GO with the flow. Don't fight it. Accept it. That which you resist persists!

So on those days just go home and watch a movie! Read a book! Chat

with your friends online. You don't have to approach every day, or every girl you see... or do ANYthing you don't feel you want to do. Sure, for the first 3 weeks it's good really push yourself to form that habit. But after that, go with your gut.

If you really feel like not bothering during the first 3 weeks, take a day off and try again on the next day.

Just don't be so hard on yourself – it's cool!

Once you know you can do it, you can slack off a bit. Unless you see a 9 or a 10. then u have to do it ;) hehehe

You gotta take it easy, and take it a day at a time.

Hopefully this will illustrate the importance of calmly pursuing your goals over the long term – as well as the wisdom in occasionally taking a break to re-group.

What About Other Guys Being Better Than Me? Is Competition Good or Bad?

A big key to being happy is never comparing your success to anyone else. That is what brings so many people down. When I was a stand-up comic, I was always looking at other comedians who were playing better clubs, getting on tv, and thinking “WTF!?! I'm funnier than that guy! Why is he getting more money, better gigs, on TV???”

And I was PISSED OFF!!! But, only because I was focusing on things I could not control. Other people always have something “more.” You need to focus on what you can control – which is being grateful for what you have. Even at 25, I was travelling around the UK telling Jokes FULL TIME! I was making a living by telling jokes. Isn't that amazing? People are working shit jobs all around the world and here I am traveling around getting paid to tell jokes. THAT WAS AWESOME. But I wasn't focusing on it, because I was too busy comparing myself to others.

You should only ever compare yourself to YOURSELF! Specifically - to your past self. Are you better than you were yesterday? Wiser? Stronger? Happier? That's all that matters. So do NOT fall into the comparison trap, it's

dangerous. The vast majority of people are unhappy exactly because they fall into this trap – and they wait forever for more money, fancier car, or a better job to be happy. And when they get one those things – it lasts usually a couple of weeks max and then it's on to the next thing. So just strive to be better than you were the previous day/week/year/ and that's all that matters.

There is a very wise expression that goes “Most people overestimate what they can accomplish in one week. Most people underestimate what they can accomplish in one year.” Those are some wise words. Think long term – don't get carried away.... And work on your goals bit by bit. You'll get there.

My friend Marcus Oakey is a professional charisma coach. He teaches his clients how to radiate a level of social magnetism that instantly influences people. It's practically magic and it's allowed him to dodge speeding tickets, get free flight upgrades, and build a network of powerful people around him. He's also dated a string of beautiful women. All through his ability to develop his conversation skills!

This was a far cry from where he started: sitting at the back of his class at university and avoiding all conversation - at any cost. He was one of the shyest people you could meet!

Eventually he got fed up of being a massive introvert and set his mind to improving this area of his life, learning from the ground up how to become a master of charisma. He's now easily one of the best teachers in the industry.

Let's put that into perspective. He went from the most nervous guy in the room, to getting paid to teach other people how to become charismatic and have excellent social skills.

Isn't that crazy?

But his is just one example that shows you the power of setting your intention. If you really want to conquer something - you can and you will when you decide you must! It just takes true dedication.

RELATIONSHIPS

If you start getting out and approaching women, you're definitely going to have relationships in your life.

What kinds of relationships? That's up to you! Just make sure you choose the right women and the types of relationships that make you happy.

Once you realize what YOU want, there's nothing to stop you from getting exactly the type of relationship(s) that will make you happy.

The types of relationships you want will always be changing

When you start really improving with women, of course you want to meet lots of girls and have lots of sexual adventures. That's a great thing and will give you tons of valuable experience, making you more attractive to women and more successful in future endeavors. Awesome.

But after such a period you may want to find a great girl and just spend time with her. That's fine.

Or maybe you'll find two or three great girls and want to spend time with all of them together or on rotation. That's fine too.

Maybe you want to get married and have babies! That's fine too.

It's ALL fine as long as it makes you happy.

Humping around all over the place with lots of different girls is a lot of fun, but after years of that you'll want something else. Trust me.

You'll likely go through phases of whoring, then being with one special girl, then whoring, etc.. until you either get married, quit women altogether, lose your sex drive, or die.

It's a shame that people aren't made aware of this early in their lives.

Not All Women Want Monogamy

Remember how I was talking about societal conditioning earlier in the book? This keeps most western people in traditional, "normal" monogamous relationships. I have nothing against monogamous couples, but there are a

lot of different ways you and your girl(s) can have each other in your lives.

You should not assume that everyone else only wants to follow the traditional paradigm. As a man who is constantly growing, learning, and improving – it is your duty to educate others and give them the opportunity to change their beliefs and patterns of thinking so that they can also be free and enjoy life more.

You don't have to convince anyone of anything – but certainly you should work on releasing yourself from society's limiting beliefs about dating. Only then will you feel free to seek an honest dialogue with potential lovers that will result in you having the type of sexual encounters YOU want to be having with a woman who's getting the type of sexual encounters SHE wants to be having. You should always be looking for open-minded women with whom you can connect and share amazing experiences.

It is important to accept that, unfortunately, some women are just too indoctrinated to ever truly connect on any "alternative" sexual level. Some women just want to date exclusively under the guise of it leading to marriage. Some women won't be interested in you at all. You have to accept it – and I mean, you HAVE to accept that or you'll go insane. The reality is many women have been brainwashed to believe that sex outside of a relationship is sinful or makes them 'sluts.'

There is not and has never been any magical words that can make a woman who is not interested in sex with you want to have sex with you. It doesn't exist. There are no 'tactics' or 'strategies' to implement.

The simple truth is you need to connect with a woman deeply enough where she herself succumbs to her natural desires. They are in there somewhere. All women crave good sex. Even nuns want to get laid – they're just experts in repressing those desires. Obviously, such as in the case above, the investment would just be absolutely astronomical – so common sense would urge you (as would I) not to waste your time.

Here's a few types of women that I've found take more emotional energy to try to hook up with:

- Religious types
- Virgins

- Spoiled brats
- Gold Diggers
- High Maintenance girls
- Super Shy types (unless you're into that)

Now, I'm not saying "stay from all those women!" but be aware that the ENERGY you have to invest in the above is very high.

If you try talking a girl out of religion, you will probably fail. Even if you succeed it will take a very LONG TIME. It's frustrating.

If you're dealing with any type of woman whose negative behavior or belief system is deeply ingrained – I honestly wouldn't bother. I have tried turning around these types of beliefs. Though it's possible, it is extremely hard work and frankly not worth the reward.

Girls who are spoiled are massive pains in the ass, not fun to hang out with, and it's very difficult to make them realize they are spoiled.

If you control the frame, you can date and have great sex with gold diggers, but you need good game to pull it off without getting pulled into their trap!

High maintenance girls: You know the ones, doing up their nails, walking around in their club outfits all the time. These girls usually have the most issues, have the least self-love/self-respect, and act bitchy in an effort to raise their "status." Why anyone would want to date these types of girls is beyond me.

Shy girls are an interesting exception:

I can't really put blame on Super Shy types. It's not necessarily their fault for being this way. There's nothing wrong with being shy or liking these types of girls - if you have the patience for it! On occasion I have gone for this type, but only when I've really been into them. Some guys love those girls, so be my guest.

PRO TIP: Doing the “PUA” thing and trying to get shy girls in bed quickly will scare the shit out of them and you’ll never see them again. Patience is key.

Women who are not religious, but think having sex with someone makes them ‘easy’ are a different story. This is where you need to truly connect with them and let them see the truth: that sex is a beautiful, wonderful thing and that they’ve been lied to. The beliefs they have aren’t really their own and aren’t serving them. You need to be the guy who is willing and able to show them another way...

Polyamory 101 and Keeping It Real With Multiple Sex Partners

I’m not going to present myself as an expert on this subject or go really deep into it. That would be another book written by another man. I’ve only been at it since 2010, but I do have experience dating multiple women. Despite that most people have never even heard of polyamory, you’d be surprised how many women will give it a try - especially if you’ve actually connected with her.

So one really big question is – do you tell a woman you want to have an open relationship right away or sleep with her first?

That’s a tricky one and I don’t think there can be one clear answer.

In my old days, and soon after I spent significant time with Johnny Soporno, I was so gung ho on polyamory I was talking about it all the time – right from the beginning.

It lead to some interesting conversations, but if I brought it up on a first date and the girl wasn’t into it – there would be no second date.

Many of these girls would have hooked up with me had I just kept my damned mouth shut! I realized that if I hung out with a girl, got to know her, and then explained the mindset, she would be more likely to keep seeing me.

This of course presents an ethical dilemma. Is it wrong to keep my real beliefs and intentions to myself, knowing the girl will likely take a hike if I

present them up front? This is one of those things you're going to have to decide for yourself.

Deep down, I know that the reason most women think they want monogamy is that they've been brainwashed into believing it's 'right.' Why wouldn't a human being want unlimited, strings-free sex? Everyone would – unless they've been brainwashed. I truly believe that. So that being the case, I don't feel it's wrong to just hang out with a woman and sleep with her a few times as you open up her reality. However, if she's some kind of religious fanatic that I know is 100% only interested in sex in a monogamous relationship – I will not sleep with them leading them to believe I am into that. I'll let them know they are missing out, explain my beliefs, and hope they come around one day. Most never will :(

Another point to keep in mind is that whatever you think you want when you meet a girl may drastically change. More that once I tried to just sleep with a girl, but then fell madly in love with them and had a crazy whirlwind romance – even though originally I just wanted to just hook up with them casually. What would have happened if I'd let her know that I only wanted to see her one time?

That may have been the end of it. Instead, I just spent time with these girls (without rushing), the relationship developed, and the sex happened when it happened.

Don't succumb to the whole "Must bang every hole!" PUA mindset and, instead, relish your time with a woman. Be curious, do fun things, and just spend some quality time. The sex will happen anyways as long as you recognize opportunities and lead. If after a while you figure out what you want, then it's time to have a sit down and discuss this.

I don't think anyone can accurately predict what the nature of a relationship is going to be. Sure, we all THINK we know what we want – but do we? We all THINK we know what we want to happen in our lives, but does that always transpire the way we expect? Not even close!

My attitude with relationships is similar to my attitude towards approaching. With the approach, I think, "Just go say hi, and see what happens."

With relationships, it's "Go hang out and see what happens."

If you're more interested in an open type of thing, then just put off those kinds of vibes. Talk about sexual liberation and openness. Let her know you're the non-jealous, open-minded type of guy who doesn't judge anyone for their choices. Talk to her about how mainstream beliefs have screwed women over.

She'll get the idea. In fact, she'd be downright foolish to expect you to bend down on one knee and put a ring on her finger.

You with me?

Make an effort to be honest and open with your conversations and projections about your intention - but don't put yourself in a box.

Just like you are giving her a sexual vibe when you approach her, give her a "I'm a very sexually open-minded, relaxed type of person" vibe when you are dating her. Be open in your conversations. Talk about these issues between men and women, about honesty. In general, I have a "take it as it comes" attitude. I portray that I live in the moment and all things are a possibility.

Here are a few questions I use to open women up and lead them towards having non-jealous, open sexual relationships:

- Do you usually follow other people's ideas, or are you an independent thinker?
- Do you put your happiness before other people's happiness?
- Do you think women have been treated fairly in the last couple of hundred years?
- Are you open minded? And sexually?

Usually by the end of a first date I will know where things are at and if she's open minded enough to embark on some sexual adventures with me.

In fostering such beliefs and being open about them you will naturally attract similar types of women.

The true purpose of “PUA”

Ultimately, I believe the healthiest goal for anyone who sets upon this path is to get to a place where you can simply approach any woman, anywhere – without hiding your intentions. Then be okay with whatever happens.

THAT'S IT! That's what I set out to achieve for myself and that's the place I get my clients to.

Once you are in a place where you respect yourself, and love yourself enough to really be ok with doing that – you are DOING your job as a man. It doesn't matter WHAT happens after an approach. It doesn't matter how many women reject you. It only matters that you are doing them – because that means you've gotten to a place in your own development that allows you to do this. And do not underestimate the power of this. It is a huge, fundamental change in your beliefs about yourself and is not to be scoffed at.

That is the true purpose of this book. To get you to recognize your own potential, drop the negative beliefs, and start doing what you were meant to do – spending time with women! Beautiful, amazing, cuddly, intelligent, wonderful women!! They are great!

Don't let “getting girls” ruin your life. I've met way too many guys in my time in the seduction community that just get way into the whole PUA ego thing. Who's the best? Who can bang the most girls?? “I fucked three girls in one week!” Who cares? You must realize that that your masculinity is not determined by how many women you have. Fucking women does not make you a man. This is a very dangerous supposition, because a man who believes that will just focus on sleeping with women and ignore many other areas that are far superior to one's development.

It's like joining a gym to get a great body, but then just doing bicep curls. Ok, you'll have big biceps, but you will not have true strength, flexibility, or power. What about the rest of your body? Your shoulders, your chest, your back? Your legs? You'd look like an idiot. This is essentially what you're doing if you make 'quantity of women' your sole measure of success.

Who decided that one's prowess with women makes you a man? And since when is quantity so important?

Being able to approach a woman and make your intentions clear is certainly a part of being a man. I don't think a man can truly respect himself and achieve success in his dating life if he can't walk up to a woman and ask her out.

But what about:

- Living with the courage to pursue the life that you want to have?
- Being a man of honor and keeping your word?
- Standing up for what you believe in?
- Treating people with respect?

THIS is what makes you a man - not banging loads of girls.

How do you feel when you look at yourself in the mirror. Do you like what you see? Are you proud of how you've lived your life? How you're living it now? Are you looking forward to the future? To what you'll accomplish during your time on this planet?

Your purpose is to take your life into your own hands and shape it so that you answer YES to these questions.

THAT is your goal as a man.

Never forget this and ALWAYS do what you must to achieve this.

Hey Sasha! My name is Rudi...I am coming from Austria and I am 21 years old. I just wanted to email you my story of evolution by being direct authentic and passionate. It all started out with your video the fundamentals of direct game. After watching it I decided to begin to rock my dating life in practice.

The next day I went to a mall in order to chat up girls during the day. At first I was really nervous and I felt like frozen every time after I saw a beautiful girl. But after the tenth approach my pain faded away. Since then I have been rejected at least 150 times but I also had delightful romantic and hot experiences.

Due to the fact that I have already found my inner passions too I think that women like an uncomplicated man who knows what he wants. The next step was that I wanted to leave my comfort zone and step into authenticity.

So I bought myself a bunch of flowers and went to a cafe in order to sell them while I was singing love songs to the people on the tables. This was a great feeling because some people hated it especially the waiter and some people loved it. At the end of my singing a lady came up to me and bought the whole bunch of flowers for 5 Euro. Awesome.

Furthermore I am trying to turn a date with a woman into an experience. I'll give you an example: I took

a beautiful girl to lake in freezing January and there we had sushi together. Afterwards I jumped into the freezing cold lake naked at minus 5 degrees air temperature. The girl who was with me loved the madness of the moment:))

Thanks a lot for your work it improved my life a lot :) Please stay as you are. By the way I found that every human being has got the same task in life: to spread love and try to be a little bit more like Jesus or Buddha.

*All the best
-Rudi*

THE DANGERS OF PICK UP ARTISTRY

The Dehumanization of Women

I'd say one of the biggest dangers is that PUA dehumanizes women. Referring to women with combative terms like "targets" is alarming enough for me. I mean, "targets" just goes right along with trying to "bang" girls. Sex is great and wonderful, but treating women as if their sole purpose was sex is ridiculous, immature, and counter-productive.

There's nothing wrong with having a purely sexual relationship or fantasizing about sex with a hot woman – that's fine. But when you start viewing women as purely sex objects, it will really fuck you up. It will fuck up the way you think, communicate, and act around women. Women will think you are weird, creepy, or just plain sexually incompetent.

But if they feel you are truly a lover of women, that you appreciate them, love being around them, and respect them (as human beings and as sexual objects) you are going to have a lot more women in your life.

Develop a respect for and an understanding of women. They are human beings just like us and want pretty much exactly what we do. Do not let your frustrations blind you to the truth: It is your own negative belief systems (and to a degree society's programming) that may have lead you to develop unhealthy attitudes towards women.

Work on it. Until you do – you'll never truly be fulfilled, because you'll never find a woman who will really be with you for you. Ever.

Sex with a woman you truly connect with is infinitely better than some

random girl you don't connect with, and you cannot truly connect with women if you see them as just holes to be filled.

Seeing women in this way turns the art of the chase into something dirty, something to be ashamed of, and gives PUA's a dirty name. But it doesn't have to be that way.

Pick-Up Artistry Can Make You A Filthy Liar

I believe the unhealthy attitudes towards women go hand in hand together with most of the indirect/manipulative strategies that have plagued the seduction community (and our society at large).

This stems from a fundamental lack of self-belief in men. And is it surprising? We're dumbed down at school, never taught anything about being a man, never taught how to talk to people (never mind flirting with women!) We're taught money, manipulation, and power get women - so is it any surprise guys naturally believe they need to lie to get girls into bed?

That is the danger of putting yourself in the PUA camp. You may actually trick yourself into believing that women can be 'picked up.' You might think "Hey, she fell for my tricks! What a dumb girl! Women are idiots! Hahaha!" and away you go. You're fucked because you're training yourself to believe that women can be conned – that you can manipulate to get what you want. And to a certain degree you can. So what does that make you? In my eyes – nothing but a con man. And in the end – you'll end up with nothing.

Well here's the truth...

You don't actually have to lie, cheat, or bribe women to be with you. You CAN work on yourself as a man and become a guy who's attractive to women. I've done it. Countless hundreds of my live students and thousands of my followers are doing it every day. Thanks to the Direct Dating Summit, more and more so as time goes on, I believe that once men and women move more towards an honest approach – it will make the world a better place for all of us. A place where men and women congregate happily, between the sheets and outside of them. Happy days.

Pick up Artistry Turns You into an Egomaniac

Assuming you get some success, you may start thinking you're a pretty fucking cool dude. Three chicks in one week? Oh yeah. You're a real baller. Great – now you can falsely balloon your ego, while at the same time dehumanizing women and pushing yourself further and further away from ever being able to have a genuine connection with a female.

NICE WORK, ASSHOLE.

Sure, sure, it feels good having sex with girls. And I don't mean on your dick (that definitely feels good!) I mean it feels good inside your mind. In that little place where your ego is stored – ain't it so great? YOU'RE THE MAN! YOU'RE BANGING CHICKS!

I'm all for sex with women, but let's keep some perspective here. You've gotten good enough at communication so as to make women ok with the idea of letting you put your dick into their pussy. That's great – but it doesn't make you better than anyone else. You're just better at hooking up with women than you were before. Don't let it go to your head.

I have to admit, I had a pretty big ego when I was coming up in the PUA world. I was doing something few were doing, I was sleeping with a lot of women, and I started thinking “Yeah! I'm the best! Woot!” I was posting 'lay reports' about my sexual adventures online to show the other guys just how awesome I was. And it worked! They thought I was awesome! YAY! Acceptance! Popularity!

It felt pretty good.

Then I woke up and realized it didn't mean shit. Me being a good human being means something. Me helping other people means something. Me banging dozens of sexy twenty-somthings may be fun –but it was an ego trap.

I got over it and I urge you NOT to fall into that trap. Just think of this as another challenge - one of many you have in life.

Do not fall into the ego trap – it will ruin you.

Pick-up Artistry Gives You Unreasonable Expectations

Watching some of the so-called 'PUA Gurus' talk about themselves makes you think that these guys are gods with women. That they can just walk up to any girl and take her home. So, guys have similar expectations for themselves.

First of all, most PUA Gurus aren't that good with women! Not only do they not live up to the hype – some actually don't approach women at all, and never have. The vast majority are just internet marketers who wanted to earn a buck. Some have valuable information to share – most do not.

Even though there are guys out there who are truly exceptional with women – they are rarely in the PUA business. They're 'naturals' and can't even explain to you why or how they do it – they just do.

And so what? Good for them. Why expect yourself to have the same results as someone else, no matter who they are?

Bill Gates is an entrepreneur.
I'm an entrepreneur.

Bill Gates has sixty billion dollars.
I have way less than sixty billion dollars.

Should I feel bad? Should I have sixty billion because he has? Eh? Course not. He's him and I'm me.

Bill has his strengths and I have mine, because we're individuals.

Just like Bill is a software programming innovator and has changed the technological landscape forever– I'm a creative innovator. I've changed the dating world forever.

I'm sure Bill had his fans, and so do I. (I like to think my fans are cooler than his, but I'm prejudiced!)

Could Bill gates get in front of 500 people and make them piss themselves laughing for an hour straight? I can.

Do you think Bill watches videos of me and thinks "Damn this guy is hooking up with way more young hot women than I am," or "this guy's funnier than me"?

Maybe, but probably not. Bill doesn't give a fuck, because he's busy being Bill Gates. And I don't give two poops about his sixty billion because I'm busy being me.

I've worked on my skills and he on his.

That's the way it should be.

So the bottom line is – it doesn't matter how good anyone else is or what results they're getting with women. It only matters that YOU get what will make YOU satisfied with your dating life.

Your job is to get GOOD ENOUGH where you can express yourself effectively to women you are interested in – and have women in your life from this day forward, until the day you're no longer interested.

If that means having random sex encounters with girls, having two-three regular girls you're seeing, just having a girlfriend, or getting married and pumping out babies...whatever!

Don't worry about what everyone else is doing – that's not your business and comparing yourself to other guys with other abilities is counter-productive. Compare yourself to YOURSELF. Are you better than you were yesterday?

That's the only question that really matters.

Are you taking more chances than before? Do you feel better about yourself than before? Do you like the person you're becoming?

If you answer yes to those questions consistently, you are bound for success.

May the god of Daygame be with you.

BONUS**CHAPTER 11****The right mindset will get you far**

People often comment that I have an amazing life. I'm always having sex with women, I get to travel all around the world, have fanatical fans waiting to meet me in every country, I have really cool friends.

WOW!! WHAT A LIFE!

Fewer people ask how I got there.

They assume I'm just lucky or connected. Nope!

The truth is I'm neither rich, particularly lucky, nor socially connected in any way. Everything I've gotten I had to create for myself.

What's the key ingredient? The real secret?

As you bought my book, I'll tell you. You deserve it.

The secret is: I'm always giving more value than I expect to receive. But not because I want something in return. I just believe that "what goes around comes around." You shall reap what you sow and all that. It's really true.

I've always just supported people and helped them out when I can. Even if it's just listening to someone and then giving them some advice or useful information. I've always been a helpful person. It's just my nature.

When you treat people with respect and go out of your way to help them when you can it really makes an impact. I want to emphasize that I wasn't going around doing things for people because I thought they'd "owe me one" (though I'm sure I've been guilty of that a few times). I just enjoy being good to people. When you behave in that manner you make many friends and few enemies (if any).

Word of warning though: there are those that would take advantage of this kind of generosity and there have been times when I've been taken

advantage of. That happens. Always be wary of people who are too eager to make friends or go out of their way to help you early on in the relationship. It usually means they want something. Not everyone that wants something is bad, but if they start playing you early on it's usually not a good sign.

Another one of my qualities is that I'm a fun person to be around and not being a bore is a HUGE plus, especially in this day and age of political correctness where most people are too scared to do or say anything that might be even slightly controversial.

I'll admit at times my being funny has pushed people away, but those weren't the people who were ever going to become my friends anyway. Having a personality that is divisive, that people either LOVE or HATE, is a great thing. Trying to please everyone breeds weakness and inauthenticity. Think of your standard politician type. Do you trust him? Of course not – he changes his opinion every 5 minutes to please everyone else.

People trust consistency. So be whoever you are unapologetically. So what if some people don't like it? That's good! FUCK those people. They're never going to help you or be your friend anyways, so who cares?

There's a mob movie (I think it was *A Bronx Tale*) where one mobster is complaining to another that some guy owes him \$20 and is avoiding him. The other mobster turns to him and says "So you've paid \$20 to find out what the guy is made of and to never have to deal with him again. That's a good price to pay to never have to speak to someone of that character."

In the same vein, I'd say "being who you are" and pushing away people who don't like who you are is a great bargain. How awesome is that? You just have to be you, you'll attract people who like you, and push away people that don't like you! AMAZING!

Now that doesn't mean you shouldn't improve who you are – you should – but be true to your own nature. It means you're not changing your behavior to please other people. That's the key.

I am also impeccable with my word. If I say I'm going to do something, I do it. Business deals, agreements, whatever. It's such a simple thing, but most people don't do it. They just run their mouths, but never actually do what

they say.

I'll forget little things sometimes. I'm human. I'll tell people I'll email them something and forget, but not with serious stuff. If people know they can depend on you that counts for A LOT.

There's a lot to be said for hard work. I worked hard to become an expert at what I do. Hours of going out and flirting with girls. Would I have been able to spend all that time if I didn't enjoy it? Of course not. That's why it's critically important to put your energy into something you love. How can you be expected to put in the thousands of hours it takes to master something if you don't even enjoy doing it?

This whole idea really ties into doing what you love to become who you want to be. They say you are what you eat, but I think you become what you do. I feel like I am the embodiment of being awesome, playful, helping people. Sasha Daygame is fucking awesome and that really is me, but I worked to become him. I wasn't born into it. I didn't come out of the womb cracking jokes, pushing boundaries, running around hitting on women. I became that guy by being and doing the right things and taking the right actions. Do something that will lead you to some results.

Do Not Waste Your Life

One of my major mindsets is I just don't like to waste time. Every moment I want to be either enjoying it or doing something that is going to help me grow, make the world a better place, or get me a crazy story.

If you're seeing a movie with a friend, for example, you're happy and enjoying that experience. But there's a difference between going out with your friends and seeing a movie and sitting at home alone all day watching movies, see? Because then you're just passing the time. There is no story there. No bonding. You're never going to look back at that and say "wow that was a great time that day when I sat for 8 hours and watched T.V." Yet millions of people do just that. They just channel surf and flick through facebook to pass the time. It's a cancer on society.

Just imagine if those people threw those TVs out and started reading books, going out, exercising, or volunteering to help the less fortunate. What would the world look like if people just used their time effectively?

I'm just using the TV as an example. There's nothing wrong with watching some TV when you need to relax and unwind. After I teach a bootcamp all weekend I am fucking EXHAUSTED. I just wanna chill. I love cuddling with my girl and just watching a great film, but it will be a great film. It will be something that will make me think. Something that will open up my mind. Something I'll be able to discuss with people. It won't be just some random movie where people shoot each other mindlessly.

Your time is your most valuable commodity. Though still relatively young at 35, I'm no kid anymore. If you offered me 10 million dollars right now or you could snap your fingers and make me 25, I'd take being 25. Those extra 10 years of youth are worth more than you could ever imagine. I'd take the 10 years even over 100 million dollars. Whether you agree with me or not, if you're over 30 I'm guessing you'd at least consider the 10 years, but you don't realize that when you're young. If you're a young pup DON'T FUCK AROUND. Do what you want to do right now. Don't waste a year, a month, don't even waste a day. Every day alive is a treasure. Use it!

A FINAL THANK YOU

A few last words:

DUDE – it's over. Ended quick huh? You I just want to thank you for getting this book. I know you got it because you know it would get you better with women – and it will! But I'd like to think you got it in part to support me. And I thank you for that! ;)

I hope the spirit of this book will be received as it was intended. Furthermore, I hope that these lessons and knowledge will enable you to master this area of your life, along with the rest. I truly hope one day you will show this book to your girlfriend, letting her know it was the Direct Daygame Bible that put you on the path to becoming the man she loves.

May the god of Daygame be with you.

Peace – and happy orgasms... I know I'll see you on the other side... ;)

– Sasha Daygame, March 2015.

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And even more finally – thanks to YOU! Yeah, you and my loyal fans and supporters who bought this book, watch the youtube vids, are on my newsletter, and have supported my rise to ultimate power! Without you, none of this would have been possible. I urge you to take these teachings and apply them and share them with your friends, lovers, and whoever else you come across. Let's make the world a better, friendlier, and sexier place together.

God bless your souls – and your private bits too!

- **Sasha**