Speed Seduction Mastery Project
Month 2 Week 1

From Chit-Chat to Charming

All right, welcome to Month Two. The actual mission: **Get your ass out in the field.** We're moving from chit-chat to charming.

What we're going to do in this mission is go out to a location that you've already spotted—somewhere you've done a little reconnaissance to determine there are likely to be women there. Then we're going to do a pre-opener, followed by what I call the "Department of Defense" line.

Let's start with the pre-opener.

The first part is doing some reconnaissance to figure out when the place you've chosen for your mission is likely to have the most women.

For example, I live down the street from—well, I won't say the name because I don't want people stealing my watering hole—but here in San Diego there are two places. One is Whole Foods, but that's not the one I'm talking about. The other is a high-end grocery store that shares a parking lot with a yoga studio and, right next to that, an intense fitness class.

Over several weeks, I've gone at different times and on different days to see when it's busiest. Even then, the flow can vary, but that's up to you to figure out.

The first thing you're going to do, after you've gotten yourself ready and after you've been greeting people so you're in the right state, is spot a woman you're attracted to.

You should feel just a little bit of attraction—not so much that you're frozen, and not like your voice is bursting with zipper-melting lust.

Ground yourself into your feet. Shift your breathing if you need to. Breathe from your belly.

If you're feeling anxious, breathe in for a count of four, hold for two, and breathe out for a count of six. Do that about five times. You'll be nice and even. Go into the bathroom or pause outside if you need to.

Then we're going to do the pre-opener.

The purpose of the pre-opener, as I mentioned in the introductory lesson, is to let her sample your voice. It lets her know you're not dangerous when you approach.

I'm breaking this down into very small pieces because some of you may not remember this or may never have done it before.

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One thing you want to avoid is approaching from behind and tapping her on the shoulder.

Generally speaking, I like approaching at about a 45-degree angle—kind of kitty-corner.

The pre-opener should be something completely innocuous.

For example:

"Excuse me, can I just reach for the cheese?" if the cheese happens to be right next to her.

Or maybe a small, unusual compliment.

With a really tall woman, instead of saying, "You're a tall woman," which she's heard a thousand times, I'll say:

"You're a tall human."

That's different. It's unusual. It usually gets a little laugh.

The point isn't the laugh itself. The point is that you're showing you're present and noticing her in a way that's different—but not so different that it becomes creepy.

There's an old joke I used to tell in my seminars.

Two sensitive New Age guys are in the woods crying because they'll never be able to have their periods. They're reading Maya Angelou poetry, talking about the pain of women in the world, hugging trees.

Suddenly, a hungry bear comes charging out of the woods with saliva dripping from its jaws.

One of the guys takes off running.

The other yells, "You'll never outrun that bear!"

The first guy looks back and says:

"I don't have to outrun the bear. I just have to outrun you."

The point is, you don't have to become some slick, spitting, speed-seduction master.

You just have to be a little sharper than the other guy.

So instead of saying:

"Wow, you're a tall woman."

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or

"How tall are you?"

Try:

"You're a tall human."

That's a good pre-opener.

Or ask where she got her shoes.

Or tell her you like her shoes and ask where she bought them.

The entire purpose is simply to get her attention for a moment.

Now pause.

One thing I really want you to understand is that your pauses are just as important as what you actually say.

Just like music has pauses between notes...

Just like a comedian pauses before delivering the punchline...

Learn to become comfortable with silence.

One of the keys to success with women—from the first approach all the way through intimacy—is becoming comfortable with silence.

Now we're going to use my number one opener.

It almost always gets a laugh.

Later I'll explain why laughter is so important and how it leads into what I call the **Laughter Pattern**.

Look genuinely curious.

Pause.

Then ask:

"I've got to ask... you don't work for the Department of Defense, do you?"

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If you're in the UK, substitute "Ministry of Defense."

She'll usually respond:

"No... why?"

Then you say:

"Because your eyes are weapons of mass distraction."

Practice saying it.

"You don't work for the Department of Defense, do you?"

Pause.

"Because your eyes are weapons of mass distraction."

Ninety-nine times out of a hundred, she'll laugh.

Why does she laugh?

Because first you've created curiosity.

You've created just a tiny bit of tension.

She's wondering:

"Why is he asking me this?"

It's perfectly okay to create a little suspense or a little discomfort—as long as you relieve it.

When you release that tension, laughter naturally follows.

She visibly and invisibly exhales.

Be careful with this.

I'm not saying you should make her uncomfortable by staring at her body or anything like that.

But creating just a little suspense is powerful.

You're training her unconscious mind, little by little, that you'll create tension and then relieve it.

Later, when you begin creating sexual tension—which comes in Month Three or Four—you've already laid the groundwork.

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Let's go through it again.

"You don't work for the Department of Defense, do you?"

Pause.

"Because your eyes are weapons of mass distraction."

She laughs.

Now what?

Own it.

Own the fact that it's a little cheesy.

About half the time she'll even tell you:

"That was really good."

Your response should be:

"You know... it was a little cheesy.

But as soon as I saw you..."

(Pause.)

"I thought to myself...

She's so radiant.

If you don't talk to her for a minute and see if she has a fun sense of humor...

you'll kick yourself in the ass for the next six weeks."

Let's break down why that works.

First:

"That was a little cheesy."

You're acknowledging what she might already be thinking.

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You're owning it.

You're not apologizing.

Never back away from what you say.

Whether you're approaching, dating, sleeping together, or managing a relationship, you can't be internally conflicted.

You can't have one foot on shore and one foot in the water and expect to swim.

Eventually you've got to jump in.

Next:

"As soon as I saw you..."

Think about the vibe you're communicating.

You're showing vulnerability.

You're sharing what was genuinely going through your mind.

You're demonstrating openness.

You're not telling her you're authentic.

You're showing it.

That also makes it easier for her to eventually open up and share her own reality with you.

Everything we're doing prepares the ground for the next step—even if that next step doesn't happen until two dates later.

Then comes:

"She's so radiant."

How often does a woman hear that she's radiant?

Not beautiful.

Not hot.

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Radiant.

Most dating schools tell you never to compliment.

I've found the opposite.

When you compliment a woman's energy—or describe her as radiant—I've seen women literally put their hands over their hearts and say:

"Oh my God... that was beautiful."

Then you say:

"...if you don't talk to her for a minute and see if she has a fun sense of humor..."

Notice what's happening.

Who's screening whom?

You're screening her.

You're subtly communicating that beauty alone isn't enough.

You're taking her beauty advantage off the table.

Without actually saying it, you're implying:

"I don't care that you're attractive.

I want to know if there's more to you than that."

Implication can be just as powerful as direct statements.

I know I'm cramming a lot into this lesson.

I really want you to get results.

So how do you end the interaction?

Simply say:

"Well, you've really made my day today.

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I hope you continue to enjoy your day.

Thanks a lot."

Extend your hand again.

Shake hands.

Turn around.

Walk away.

About 30% of the time she'll call after you:

"Wait... don't go!"

If that happens, turn around and smile.

Say something playful like:

"Wow... it must be my cologne.

Eau de Today."

Or whatever humorous line fits your personality.

Just keep it light and fun.

Your Mission

Go out this week and use:

- A simple pre-opener.
- The Department of Defense line.

Do it **five times** this week.

Report your results in the members' community.

Write down:

- How you felt before.

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- How you felt during.
- How you felt afterward.
- How she responded.

Observe everything.

We'll cover the **Laughter Pattern** in the next lesson.

See you then. Bye for now.

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