# Speed Seduction Mastery Project
# Module 2 Week 4

All right, my horndogs, my skirt chasers, my would-be poon pounders. Those of you who are tired of Ma Palm and her five daughters and the Jergens lotion.

My editor for these videos—I know she's cracking up laughing.

Last week we went into the Laughter Pattern. Just briefly, to review that pattern without going through it word for word, it's designed to utilize the laugh that you get from her.

There's a principle in Ericksonian hypnosis that I never forgot, which is utilization.

When Erickson got a response from a client, he never viewed it as resistance or as something going wrong. He always viewed it as a challenge to his personal flexibility to come up with a way to utilize that response to get the client to the best possible outcome.

So when we make a woman laugh, we jump into the Laughter Pattern.

I invite you to naturally, easily, wonderfully, and miraculously allow yourself to go back and review that pattern in the previous week's missions.

Today we're going to get into the pattern that comes after that, and that's a pattern that is remarkably powerful that I came up with a couple of years back called Heart on Sleeve.

Now, this pattern deals with the theme of women feeling a connection, but it begins to sexualize things in a strong way without being blatantly sexual.

It doesn't say:

"In a moment, Debbie, I'm going to command you to have sexual thoughts about me, and those sexual thoughts are going to get stronger and stronger, and you're going to go deeper, deeper, and deeper into that sexual trance the slower, more hypnotically, I begin to speak."

We're not going to do that.

But this pattern is both an opportunity and a challenge, and it revolves around the word thoughts.

We're going to get into it.

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So let's get into the pattern. I'm going to do it, and then we're going to workshop it. Every time I give a suggestion or use a sexual innuendo, I'm going to point it out.

It goes like this:

You pretend to run out of things to say, and then you say:

"I know. I was talking to this mentor of mine..."

Now, guys, what is that?

That is a pattern called quotes.

When we use quotes, what are we doing? We're sort of getting plausible deniability.

If she doesn't like the pattern, we can always say:

"Hey, I didn't say this. It was my old pervert of a mentor, Ross Jeffries."

Don't mention my name. She may Google me. That may not work out in your favor.

All right, so the pattern goes like this:

"You know, I was talking to a mentor, and he was asking the question: Do you wear your heart on your sleeve, or can you hide your feelings?"

Now, for those of you who are not from the Western world, to wear your heart on your sleeve means you show your feelings freely.

"Do you wear your heart on your sleeve, or can you hide your feelings? Like, let's say you meet this person..."

Now, guys, am I saying "you"? Am I saying, "You meet me, Ross"?

No.

I'm just saying:

"You meet this person, and you feel those butterflies right there..."

And you're going to point to her midsection.

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"Maybe you even feel that special rush of energy that lets you know something big's about to go down, Debbie. Maybe to the point where you have certain... thoughts."

I don't even play with the puppy thoughts, but:

"Thoughts."

Now we're going to get really hypnotic with our pacing.

"Could your friends tell those thoughts are getting stronger and stronger and even stronger, or could you hide from them that that's what's taking place?"

Now let's go through the whole pattern word for word.

"You know, I was talking to a mentor about something, and he was talking to me about this question: Do you wear your heart on your sleeve, or can you hide your feelings?

"Like, let's say you meet this special person and you feel those butterflies right there. Maybe even that rush of energy that goes shooting through your body, lets you recognize something big's about to go down, Debbie."

Do you hear the command?

"Go down, Debbie."

"Maybe to the point where you even have certain... thoughts."

I don't even play with the puppy thoughts, but:

"Thoughts."

"Could your friends tell those thoughts are getting stronger and stronger and even stronger?"

Let's pause right here.

Many of you are thinking:

"Wait a minute. That's bullshit. There's no way you could slowly begin to methodically slow down your rhythm."

I'm telling you, try it in the real world.

Remember one of the number one attitudes to be successful with this stuff:

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"I am 100% all in, fully committed, dedicated to letting my vision, my values, my bold experiments in the world be the architects, the artists, the engineers, the creators of my amazing life."

So rather than letting this "there's no way that can work" mind take over, let yourself go like that child splashing in the mud and just fucking do it.

You'll be shocked.

The first few times you do this and you see—boom—her lips getting bigger and her face flushing, you're going to be shocked.

So:

"Could your friends tell that that's what's taking place, or could you hide that that's what's happening?"

Here are the suggestions:

"That's what's taking place."

"That's what's happening."

Shut up and let her talk.

Shut up and let her talk.

Shut the fuck up.

I don't care what she says. Your response is:

"When I find that's happening, the feelings just get so big, I become an open book, and it's just too hard to hide it."

Do you hear it?

"For me, when those feelings get so big..."

That's what a woman says when she sees your dick, right?

"For me, when those feelings get so big, I'm just an open book, and it becomes too hard to hide it."

Now, I know you're thinking:

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"Ross, this is bullshit. There's no way this could work."

But I'm telling you that it can, and it does.

All right. So I'm going to run this through the AI. It's going to come up with some assignments for you, and then I will see you on the next mission.

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