

# **THE INTROVERT APPROACH**

**Approach women and have powerful  
conversations as an introvert**



**JUSTIN I.P.**

**[IntrovertedPlayboy.com](http://IntrovertedPlayboy.com)**

**[JustinAttraction.com](http://JustinAttraction.com)**

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# Introduction

This short but powerful ebook is all about approaching and having great conversations with women. If you are an introvert, this book will help you harness your natural strengths to get excellent results. If you are more extraverted, the concepts in this book on attraction, managing conversations, and building connection will still be very worth your time.

Introversion is a personality characteristic in which one gains energy by spending time alone, and loses energy by spending time in social situations. The term “introvert” comes from the Latin for “inward-turning”, and as such introverts are concerned mostly with their inner world of ideas, thoughts, dreams or imagination. They are less concerned, less impressed and less affected by the external world of people, social events and social stimulation.

How does an introvert become good with women, when meeting and dating women requires you to engage with the outside world? The key is to become social, and engage with people, **on your own terms**. As an introverted seducer, you will interact with people and enter social situations totally comfortable in your own skin and your own identity. Your deep inner confidence and self-awareness give you a compelling energy that will be fascinating to women. While most guys are very affected by external things, including a hot girl, you will be able to temper that excitement and generate mystery, intrigue and dominance. Your natural state is not being impressed by others, and you can leverage this into a compelling aura that women will be drawn to.

# Chapter 1

## Getting Started: Becoming a social introvert

It's a pretty simple rule: you cannot meet women if you don't get out. If you are new to approaching women cold, then you will probably need to start with easier tasks. As an introvert, as someone who was not social by nature, and as someone who mostly worked from home, for a long time I had a tendency to stay at home a lot. I rarely went out. If this is similar to you, you want to change that by going out into social places where you are among other people.

Spending more time in public, even without talking to people, helps to calibrate your mind and body to social situations and social energy. You become less nervous and more comfortable being around others. Spending more time in social settings makes it more likely that you will start talking to people, and also makes it more likely that others will open you (by asking for directions, asking the time, or anything else). You then have opportunities to continue talking with them.

What I started doing, and I recommend this to everybody, is to do solitary activities in non-solitary places. For instance, if you have computer work to do, bring your laptop to a coffee shop and work there. Instead of reading in a chair at home, bring the book to a park or café. Watch a sporting event on the TV in a bar or pub instead of at home. Get a sandwich in a deli or a sandwich shop instead of eating at home. Hang out in the library or at a bookstore instead of sitting at home flipping through the channels on a Sunday afternoon. Visit a farmer's market, art gallery, museum, craft fair, live performance, or countless other events happening in your area. Use these outings to entertain yourself instead of sitting on your ass at home watching another rerun of some dumb reality show. Use any excuse to get out there and into the social milieu.

### **Micro-approaches and retail workers**

So getting out there is essential. But you won't make much progress without actually starting conversations. Once you start talking to people as a regular part of your routine, your comfort and skills will improve rapidly.

A good goal is to try to open 10 to 20 people per week (exact number depending on your skill level). They can be guys, ugly girls, old people, it doesn't matter. If you have no facility with starting conversations, then these tasks are much easier to complete successfully than going from zero to sixty by trying to open a bunch of hot girls right away. What do you talk about? There are endless conversation topics around you constantly. Something as simple as the weather or complimenting an interesting item the person is wearing can be a good start.

Warm up with the workers in retail establishments who are paid to talk and interact with the public. They have to talk to you as part of their job. And they are often bored as hell, which makes having little conversations with them very easy. They include cashiers, sales clerks, baristas, bartenders, waiters,

waitresses, and receptionists. You can also talk to random people waiting in line, on the bus or train, sitting next to you in the coffee shop or bar.

As you become more comfortable with this basic chit-chat, you will very quickly be able to start opening pretty girls. Instead of putting the pressure on yourself of doing a full “approach” from start to finish, start doing what I call “micro-approaches.” These are very quick, low-impact, straightforward approaches that can be done almost anywhere, at any time, in any situation. A quick compliment on something the girl is wearing, asking for directions, asking for the time, asking her opinion about something in the environment. These are all examples of micro-approaches that acclimate you to speaking to women you don’t know. You walk up, you smile and say she has a cool coat, and you keep walking.

Micro-approaches are great because they are easy mentally and emotionally on you, and also very easy logistically. You don’t have to set aside a lot of time or take hours out of your day to do them.

Micro-approaches also help to instill an essential quality that all successful men must have: outcome independence. You are not interested in a particular outcome or result, your mission is just to walk up to her and open your mouth. Her response—positive, negative or neutral—is irrelevant.

As you get more advanced, micro-approaches are good for warming up before going hard in the field doing bona fide approaches. And they also help to refresh your outcome independence before making a serious effort to have conversations.

The ironic thing is (and I have seen this happen countless times with friends and students), if you set a small goal for yourself, and approach her with that goal in mind, you will often find yourself pushing the conversation forward beyond that. So if your goal is to just approach, say hi, and compliment something she’s wearing, and that’s all, then you will go up to her, say that, she will smile and say thanks, and then you will randomly inject another sentence, then another, then another. And before you know it, you have a full conversation going with her.

For an introvert, social interaction does not come naturally or automatically. It also takes energy. But the good news is that your social skills are like a muscle: the more you work at it, the stronger it gets. And, like a muscle, a given task will be hard for you at the beginning, and will require a big effort and a lot of time for rest. But as you get stronger, you need less rest and can go for longer and longer periods of time in the social mix. The basic goal when you are just starting out is to begin strengthening those social muscles and incorporate talking to people into your daily routine.

The problem with many guys is that they go around through their boring day, and then with the snap of their fingers, they want to start gaming hotties. It’s too much of a jump, and it doesn’t work. Your body language, eye contact, voice tone, mental state and overall energy need to go through a period of transition before you can game effectively. With practice and experience, your lag time between “boring mode” and “game mode” will get shorter and you will need progressively less warm up time to get in the zone.

### **The next level: social leadership**

It's often incorrectly assumed that introverts cannot be leaders of social groups. Some of the most prominent people in business, culture, entertainment, science and other fields are introverts. And they did not get there by keeping to themselves. Networking and working with others is essential to success in any field. This ebook is not about social circle game, so I will just touch on this briefly. As you get more advanced and more effective at meeting people, having great conversations, and connecting with others, you will eventually become a social leader. This means instead of attending events, you will be organizing events. Instead of going to other people's parties, you will host your own parties.

Becoming a social leader will be one of the most powerful ways to take your game to the highest level. Women crave socially powerful men. Social leadership can be hard work, and it's a lot of responsibility. But the gains for your love life, personal life and professional life will be limitless. The rest of this ebook contains plenty of information on becoming socially powerful in a way that is congruent with your introverted nature.

## Chapter 2

### Mindset: Being in your own world

Being in your own world is an extremely attractive quality, and is the basis for interacting with women without neediness. Being in your own world is also a natural area of strength for introverts. When we approach women, it is all too easy to have the frame of wanting to get into her world. But this is not only very unattractive to women, it also makes it excruciatingly hard to have a decent conversation and connect with her.

#### **You are the prize**

What happens is, you want to talk to her, but you have nothing to talk about because you are not living in your own moment. You are not being the star in your own movie. You are a side character in her movie, and she is the star. The result is the classic question chain: asking her question after question, without going anywhere. This kills the conversation and makes it extremely boring. An exciting and interesting conversation happens when you share yourself, and that requires you to have the frame that you are the cool, interesting person here and you have stuff to share.

An attractive man is a powerful man, a man who has lots of cool and interesting stuff going on in his life. The problem most men have when they approach is that they are immediately giving away their power and their value to the girl simply because she is pretty. Instead, you should have the mindset that you are interested in her, curious, but that's all. You have no reason to adjust yourself or your life to her. You want to have a strong frame of power and value in your own right, and engage the girl as a potential entrant into your life. Instead of wondering if you are good enough for her, ask yourself if she is good enough for you. She is not the prize—she can't be, you don't know anything about her yet. You are the prize.

#### **Presence and being in the moment**

Being in your own world is all about saying what you want, and doing what you want. To cultivate this habit, you want to become more present and in the moment. Pay attention to what is happening inside of you (your thoughts and feelings), and what is happening around you. You may be interested in mindfulness meditation (this has certainly helped me). Mindfulness is the practice of clearing your head and being totally aware of your thoughts and feelings to the point that they no longer affect you (it's pretty deep stuff, but it can really change your mindset and how you interact with others).

Think about what you believe, your standards, your values, your goals, your priorities, your ideas, your opinions. Start to have a strong sense of who you are and what you are all about.

You want to be a guy who is moving through the world, engaged with it, and experiencing it. You do not want to be a guy who is stuck in a rut going through each day with blinders on. There are funny,

interesting, strange and beautiful things happening around you all the time. Open your eyes and ears and start noticing them: the colors, the smells, the temperature, the way things sound, the way people walk, the clothes they are wearing, the wind, the cars, the storefronts, the architecture, the products being sold, and on and on. Look at your town or city as if you were a tourist, and you were visiting it for the first time. Each day on your morning commute to work, notice something new and different along the way.

### **A leader in his own world**

One of the key differences between an “alpha” male and a “beta” male, or a leader and a follower, is that a leader has responsibility. A follower does not. A follower’s life is pretty easy: just do what you are told by your boss, your family, or your culture. A leader has to actually come up with ideas, goals and actions by himself. No one is around to guide him. Being a leader is consistent with being in one’s own world. A leader *has* to be in his own world if he is to be a leader at all. A follower lives in someone else’s reality. A leader creates his own.

If you have ever had a position of significant responsibility, such as a manager at work, you would have a sense of this. When given authority, you suddenly start noticing things—small things—that you didn’t notice before. You know on a subconscious level that you are responsible for the project or situation, so your brain automatically sits up and takes notice of everything. So we can see how being an alpha and a leader requires a significant level of engagement with the external world.

A leader or manager has authority over others. As he walks around the office, night club or city that he is responsible for, he subconsciously notices lots and lots of things around him. He carries himself with tremendous confidence, dominance and power. And he is never out of things to say, because he is fully engaged with everything that is happening. A manager automatically strikes up conversations with subordinates as he oversees everything.

This is the kind of mindset and attitude you want to have as you go through your daily routine. Be a leader, not a follower. Being a leader starts inside your head. If you view yourself as an individual who is engaged with the world, instead of passively moving through it like a ghost, starting a conversation with beautiful women becomes extremely easy. You are simply creating a new reality, which is what leaders do by nature. As long as you are living in someone else’s reality, it will always be a struggle to break out and do something different from the status quo.

### **Getting out of your head**

As introverts, it is very easy to be in our heads all the time. We have a rich inner world, filled with constant ideas and imaginings. The nervousness induced by beautiful women puts us even further into our head. But getting out of your head and into the external world is essential for effective approaching. Being in your own world is very different from being in your head.

By becoming engaged with the situation around you, you are opening up and giving yourself endless amounts of conversation topics and conversational fuel. You are laying a very strong foundation for openers and conversations.

This is one of the best ways to beat that nervousness around hot girls. Break the pattern of seeing the hot girl and freezing up as you focus on her. Instead, notice her, and then immediately turn your attention to everything else in the situation: what she is wearing, what she is doing, something notable in the environment, something interesting happening in your day today, and so on. There will always be some level of nervousness, but at least you can get to the point where it does not stop you from taking action and starting a conversation. Give yourself the tools to overcome the nervousness and awkwardness of the situation by observing, opening up and becoming engaged with the people and things around you.

## Chapter 3

### Approaching: Sharing your world

Approaching a woman is about expressing yourself. Nothing more, nothing less. It is not about getting a specific outcome. But you might ask, how can you improve in game if you don't have goals?

Goals and objectives are valuable and important. Without goals for yourself, your progress will be limited. The key is to have goals for the overall process of improvement with women, without having specific goals for a specific girl. A good goal is to have more dates per week. A bad goal is to get Jessica out on a date. The first goal will ensure that you work hard and try to improve your game so that women are more attracted to you. But the second will result in a lot of needy behavior, will likely drive your desired "target" away, and works against you long term because you practice (and get good at) unattractive behavior.

Part of becoming more socially powerful as an introvert is taking your inner world—your thoughts, feelings, emotions, values, opinions—and transmitting them into the outside world around you. In other words, express yourself. As you express yourself more and more, and take risks in a social and conversational context, you will have more powerful interactions with women.

Look where you want, say what comes to your mind, and do what feels normal. A lot of guys don't want to use routines or scripts or other material that feels "unnatural." I think these techniques can be useful for beginners who need to really work on approaching and starting decent conversations. But in the long run you certainly want to be more spontaneous and free-flowing in your conversations with women. You do this by sharing yourself, opening up and expressing yourself. This is essential to having really good conversations.

You can only put on an act for so long. The "script" will run out of lines at some point, and then what? If you want to meet and attract women you have to open up and make yourself vulnerable. Comfort and familiarity is a core aspect of sexual desire for women. If she cannot feel you on an emotional level, she will never be comfortable enough to open up physically.

#### **What do I say?**

By now it should be obvious how to answer this question. In fact, the question should not even arise in the first place because you are engaged with the world and expressing yourself automatically. You can say practically anything to a girl. As long as it is said with confidence and openness, it will enable you to start a conversation with her.

By observing your surroundings, observing the girl, and observing yourself (being aware of your inner world), you will never be out of things to say. The topics are endless: compliment her on something she is wearing, or on her overall style, tell her she looks nice, make an observation of something in the

environment—artwork (in a gallery/ museum), books (in a bookstore/ library), the décor, the atmosphere, whatever.

The opener itself is the least of your problems. Your main concern should be living in the moment, being present, being engaged with the world and expressing yourself. The opener will come automatically, as will the rest of the conversation topics. *Don't focus on what to say, focus on how to be* and how to conduct yourself. Specific words will come on their own, but your overall energy and intention will carry the interaction from beginning to end.

### Share yourself, not someone else

The problem with many of the openers in the PUA community is that they are built with a particular guy in mind—usually the guy who created the opener. So they work great for him. But if you speak differently, use different kinds of adjectives to describe things, they will come across strange and unnatural. (Now, it is normal for new challenges to feel unnatural. But the specific words you say are so insignificant and minor that it is pointless to get fixated on reciting the script exactly as the pickup guru says it.)

For instance, a common opener is “Hey, I saw you walking and I just had to say you are really cute.” Really? You just *had* to say it? What would happen if you didn't say it? Would you explode? Personally, I don't talk like that; I don't say “I just *had* to do this.” So that specific line is not effective for me. And there are countless other examples of openers where you are expected to recite them, like an actor on stage, word for word. (Even actors fudge the lines slightly here or there to come across as more natural and believable.)

Instead of the above, maybe you would be more comfortable saying “Excuse me, I noticed you over there and I wanted to say you're really pretty.” Notice all the differences with the previous opener. He says **excuse me** instead of **hey**, he says **wanted to** instead of **had to**, and **pretty** instead of **cute**. If this is how this man naturally speaks, then his opener will come across far more natural, smooth and genuine than the first version. And this will be the difference between a “Haha, THANKS! That's so sweet!!” from the girl, and an “Oh, thank you.” And the rest of the conversation, indeed the rest of the relationship (if there is one) will follow from that initial moment.

### Direct and indirect openers

Some people advocate *only* going direct, and others only go indirect. Again, this is missing the point entirely. The opener does not matter. The specific words you say do not matter. What matters is your energy and your overall demeanor. You can have the best line in the world, but if your energy sucks and your eye contact is terrible, it won't help you. If you give Shakespeare to two actors, you will get two completely different performances. One actor may be an Academy Award winner, and the other a student in a middle school play. What makes the difference is the tone, the delivery, the intention behind the words. That overall energy is what makes the difference between a moving performance and a mediocre one. It's not the words or the script. It's everything else.

The important thing is whatever you say, whether direct or indirect, it is true for you in that moment, and you are expressing what you really feel. Suppose you just noticed her cool shoes—say “Hey, those are cool shoes.” Or if you saw her across the street and did not notice anything else about her—say “Hey, I noticed you over there and you’re pretty cute.” You are not forcing anything, you are expressing yourself in a way that is relevant and consistent with what you are experiencing at that time.

Pretending to be ballsy or assertive by going direct and calling her hot when you are not feeling like saying that will fail you. So will trying to beat around the bush and trying to be smooth by going indirect, when you really just want to express your physical attraction to her. As long as you are not expressing what is true for you in that moment, you will be incongruent and will fail to spark her interest. And you will often come across as creepy.

## Chapter 4

### Powerful conversation: Keeping it going

After starting the conversation, the next major hurdle most guys face is keeping it going, and keeping it interesting. Luckily, the same guidelines apply as with opening (Chapter 3): you want to be present and in the moment, engaged with the world around you, engaged with the person you are talking to, and express your thoughts and feelings.

If you can do these consistently, you should be able to have engaging, interesting conversations with beautiful women very easily on a regular basis. After some warming up, you will be able to have solid conversations where the girl is actually interested in talking with you (not just being polite).

In addition, having a plan to take things in a sexual direction will give your conversation that much more power. If you know what you want and where you want to take things, you will be able to manage it from beginning to end.

So the three major techniques to keep the conversation going are:

- Observation: observing the environment, and the girl (especially listening to her); being present and in the moment
- Self-awareness: being aware of your beliefs, ideas, values, opinions and feelings
- The model/ direction: having a basic plan and intention for the conversation, and moving things in that direction

How do you develop a model for the conversation? Different guys will have different methods and strategies for taking things forward. But all attraction and seduction comes down to balancing two forces: excitement and comfort. All the useful pickup and dating advice that you have ever heard, or will ever hear, comes down to one or both of these two forces.

#### **Excitement and comfort**

A woman needs both excitement and comfort to be sexually attracted to a man. And the process of building excitement and comfort begins the minute you start walking over.

In a successful approach, you will generate significant levels of excitement and comfort in her. With these two basic tools, there are countless potential strategies and tactics that you can use, depending on your personality, the venue, the way you are dressing, the amount of time you have to talk to her, your level of energy, the style that you are most comfortable with, and so on.

Here are examples of specific actions that generate excitement:

- Approaching in and of itself
- Touching her for the first time (on her hand, arm, shoulder or upper back)
- Flirting, teasing and joking
- Verbal escalation (bringing up sexual/ romantic topics)
- Challenging her
- Asking for and taking her phone number
- Asking her out
- Kissing (sometimes)
- All physical escalation, from light to heavy
- Bringing her home
- Foreplay/ pre-sex heavy escalation
- Surprising her or doing something unexpected (on a date for instance)
- Generally being challenging, stimulating, surprising, unusual, unpredictable, aggressive, and assertive

And here are examples for comfort:

- Small talk/ chit-chat
- Basic rapport/ social comfort (learning basic information about each other)
- Doing what you said you were going to do (whether calling her at a certain time, taking her to the place you said you were going to take her, etc)
- Deep rapport (getting to know each other and bonding on a deep level)
- Physical consolidation (not advancing physically, but staying in the areas you have already advanced to; i.e. instead of going from hands to waist, you stay holding her hands)
- Physical de-escalation (reducing the amount of physical contact by pulling back)
- Generally being nice, sweet, gentlemanly, predictable, reliable, normal, supportive and strong

You will note that excitement and comfort are not contradictory forces, but rather *complementary*. They go together. This is important to keep in mind as you improve your seduction skills and fill out your identity as a man and as a sexual being. You will have both exciting and comforting qualities.

Combining both excitement and comfort will maximize your chances with a given girl that you are attracted to. If you go too far in either direction, you will lose many opportunities. Too much excitement without enough comfort is the route of the slick, super-sexual player type guy. Some women will be down, but many more will smell you a mile away and run in the other direction. And too much comfort without enough excitement is the route of the “nice guy” and friend zone. To be a robust, effective seducer, you will need strength in both.

In this ebook, we are focusing on approaching and attracting a woman to the point where you have the best chance of seeing her again. So we will not give very much attention to heavy physical escalation, dates or other aspects of the game that occur later on.

## **Your plan for conversation**

Ok, we know the elements of attraction, and we know we need a general plan for approaching and conversation. What should that plan consist of? It depends on your specific goals, your personality and your style. The basic goal is always to get to know her on a personal level and, if you like her, to move things forward (in the form of getting her number, isolation, escalation, an instant date or making plans for a future meeting).

Your personal plan for conversation will depend on the specific skills you need to focus on. But as a rule, whether beginner or advanced, whether day game or night game, you will be seesawing back and forth between comfort and excitement as time goes along.

## **Examples of beginner and advanced conversation**

These are NOT intended to be step-by-step methods. They are just intended to let you see how an approach and conversation might proceed from beginning to end, highlighting the comfort-inducing and excitement-inducing elements. I am intentionally not including any indications of time or how long each of these phases takes.

Beginner:

- Open with a compliment on something she is wearing (excitement)
- Basic social chit chat, where from/ what does she do/ etc (comfort)
- Break rapport by teasing her on something you just learned from the chit chat (excitement)
- Flirt for a bit (excitement)
- She asks you some basic questions about yourself, and you answer her honestly (comfort)
- Tell her you like her sense of humor/ she seems cool (comfort) and suggest meeting up again (excitement)
- Take her number (excitement), some more chit chat (comfort), and walk away

Advanced:

- Open with a light touch on the arm and teasing her on something she is wearing (excitement)
- More flirting and teasing, she flirts and teases back, heavy duty eye contact (excitement)
- She breaks the tension by asking chit chat questions like where are you from/ what do you do, and you answer honestly, and share some personal tidbits, such as a story about how you moved here (comfort)
- Ask her the same thing, and expand on that by digging deeper into her personality qualities and learning about her on a more personal level—her desires, ambitions, values (comfort)
- Suggest going for a quick coffee instant date nearby (excitement)
- Slightly more touching as you go on the instant date, via hand on her back for a minute or so, light tap on the hand as you tease her (excitement)
- No further physical escalation/ hands off (comfort), teasing and challenging just like earlier (excitement) and deeper connection (comfort), and end the instant date

You can see how you seesaw back and forth between excitement and comfort as the conversation progresses. Conversation is not a linear process from excitement to comfort, because you are constantly going back and forth between them as the seduction deepens.

Note that the advanced scenario did not include a kiss. A kiss on an instant date is optional, it depends on your read of the situation and if you think there is a good chance of seeing her again, or if this is an emotionally charged moment you should capitalize on that day or night. The purpose of the instant date is really to solidify the connection and chemistry. A successful instant date makes it very likely you will see her again.

### **Balancing comfort and excitement**

If you find yourself getting lots of laughs from girls, and lots of excitement and interest in your stories, but you have very high flake rates when you contact them later, then you need to go back and work on your comfort. She does not feel enough connection to you. You are the slick, fun, sexy guy who took her number, but she doesn't really know who the hell you are.

On the other side, if you find yourself getting into really deep, interesting and personal conversations with girls right off a cold approach, chances are you are doing pretty well. This is a skill that only advanced seducers have because it takes time and experience to reach the point where a girl will feel comfortable sharing something deep and personal with a guy she just met. A man like that is rare. But sometimes your conversations may get too boring and serious. Which may leave a bad taste in her mouth as far as meeting up is concerned. In that case you just want to introduce some excitement back into things: such as a little flirting, joking, teasing, challenging or maybe even a little more physical escalation in the form of a hug or a kiss on the cheek.

What you should not be having is boring conversations. Comfort does not mean boring. It means connection and learning about each other, which is enriching and rewarding. Boring conversations are neither exciting nor comforting for her. They are just tedious and tiresome.

### **Excitement is built in to cold approaching**

This cannot be stressed enough. A cold approach is by nature stimulating, for both you and her. This is why many beginners and intermediate guys get hooked on the positive responses from girls, and then they settle. Instead of pushing things further, or taking more risks to get more sexual or get a deeper emotional connection, he rests in that safe zone where the girl is almost guaranteed to smile and give him a little laugh. He loves the little mini-excitements so much, he doesn't want to risk blowing it by getting too ballsy or too vulnerable.

It's very easy to fall into the trap of those positive responses. When you have gone from almost no experience meeting women, to 80% of the women you open smile and laugh at your jokes, it's very gratifying. And there is nothing wrong with wanting to put a smile on a stranger's face (indeed, consistent with Chapter 1, that's great for warming up, and it's a great goal in its own right). But if your goal is anything beyond that, you need to generate comfort.

Because a cold approach is exciting and stimulating by nature, most of your effort will need to be on comfort. If you don't want to focus on comfort, but just want to be the exciting, sexy guy that gets the girl's phone number, then what you'll find is that it takes a LOT of approaches just to get one date. The vast majority of women will not feel connected enough to meet up with you again or take you seriously when you text or call. If you want anything above a very small success rate, you will need to work some solid comfort into your game.

### **Exciting conversation**

Having a good conversation is all about your energy. In the case of conversation that generates excitement, the energy is fun, random, laid back and impulsive. You say things that are crazy, unusual and attention-grabbing.

"Wow, you have the sexiest elbows I've ever seen."

"Can I ask you a really serious question? Which way to the circus?"

[To a girl wearing tiny shorts when it's freezing out] "Wow, you look so warm!"

It's all in your delivery, which comes from having the right energy. If they are interested, girls will often either laugh at your random lines, or flirt back, tease you or make a joke.

### **Comforting conversation**

To have comfort-building conversation, your energy will be calm, steady, directed, relaxed, restrained and thoughtful. You will ask personalized questions about her, express curiosity about her personality and her life. You will say things that are thought-provoking, deep and low-key.

"I've always loved this city because I really enjoy the diversity and variety here."

"You seem like a really creative girl. Do you think your office work stifles your creativity a bit?"

"Do you think there is such a thing as true love?"

For both excitement and comfort, you have to be open, present and in the moment. Those basic qualities never change. (See the discussion in Chapter 2 for more on presence and being in the moment.) The idea is that you are a man who is relaxed and living in the moment at all times. Sometimes you are exciting, other times you are serious and thoughtful. You aren't always funny and random, and you aren't always deep and serious. You have a balanced personality with different emotions and experiences. That means you can give a woman different emotions and experiences.

## Excitement and comfort together

Certain PUA tactics can accomplish both excitement and comfort simultaneously (see the Appendix for full definitions of these terms if you are not familiar):

- **Demonstrating high value (DHV):** the trust and safety implied by the high value is comforting, and the power and dominance implied is exciting
- **Exhibiting pre-selection:** if other girls find you safe and secure, this is comforting, and the high value and sexual power demonstrated is exciting
- **Qualification:** the fact that you have standards is comforting because only men with power and position have standards, but it also makes the girl question just how into her you are, and that challenge is exciting
- **Breaking rapport:** giving her space (not smothering her with affection or attention) is comforting, and challenging her is exciting
- **Disqualification:** again, giving her space and not conveying too much interest too soon is comforting, but the way disqualification is executed (through teasing or challenging) is often exciting
- **Physical push and pull:** when executed well, this can really amp up the sexual desire fast because the pull/ physical escalation is exciting, but the push away/ physical de-escalation is comforting

## The power of silence

Many guys are afraid of silence in conversation because they doubt their own ability to keep the girl's interest. They feel compelled to talk and talk because they don't want the interaction to end. A confident, high value man, by contrast, is comfortable with silence because he is confident in his ability to keep a good interaction going without yapping. He does not feel the need to fill in every silence with more words because he knows it's the energy that counts in the interaction, not the specific words.

Use silence to your advantage. Pausing as you speak or tell a story helps to build anticipation, and also conveys confidence and self-control. In addition, when you stop talking, it induces the girl to fill in the silence. Women love talking, so let them! They love a man who is interested in them and is willing to listen to what they have to say. Instead of yapping endlessly, let her speak and learn something about her. Take a genuine interest in her personality and what she has to say, combine that with seductive eye contact, and you will have some powerful ingredients for conversation.

# Chapter 5

## Low energy vs high energy

Excitement does not imply high energy. By “excitement” I mean stimulation and arousal. Sexual and romantic excitement implies challenging, escalation and physical and emotional risk-taking. It does not imply a smiley, loud, happy-go-lucky or ecstatic kind of personality. Exciting a woman through conversation and masculine power is different from energizing her. Coffee can energize her, but coffee is unlikely to turn her on.

Introverts are generally low energy individuals. But there is power in being stingy with your energy. You can convey many excellent qualities by being selective with your emotions and energy. High value people are generally restrained and controlled. They are in total control of their energy and their emotions. That is what you should aspire to in your relations with women. This self-control is compelling because it gives the woman a stable, masculine presence to rely on. You want to be the emotional rock that she can rest on as a woman.

### **Night game energy levels**

Both low energy and high energy approaches are applicable in day game and night game situations. In the daytime, you will be low key and not very flashy or loud. You can be relaxed and cool, but with sex appeal burning just beneath the surface.

In the nighttime, you are often met with a loud and busy environment. Many people fall in the trap of trying to out-compete the environment and being louder, more intense, more attention-grabbing, and crazier. This is a mistake. As an introvert, you want to play to your strengths, and social energy is generally not one of them.

Instead of trying to “out-energize” the situation, you want to **out-sexualize** it. You will be the man who brings a sexual power to the girl. She may be having fun, laughing, drinking and dancing with her friends. But chances are, if there are no other men around hitting on her, she is not feeling any major sexual energy. And, even if there are guys hitting on her, although they are getting sexually excited themselves, they are probably not turning her on. They are trying to out-energize the situation by speaking loudly, laughing, telling jokes and making exaggerated gestures and facial expressions. Don't waste time trying to play that game (which is a losing game anyway, because your lungs will never be more powerful than the sound system in the bar). Instead, play to your strengths.

For more on effective escalation and balancing comfort and excitement, review Chapter 4. The same principles apply in the day or the night. The only difference is that you can usually do things quicker, and with more physical escalation, in a bar or club than in the street or café.

## **Sexual power**

You do not need high energy to approach effectively in any environment. You just need high sexual power, and high impact. A deep, seductive, smoldering eye contact has far more sexual impact than forcing yourself to tell funny stories at the top of your lungs.

Whatever your current energy level, you have the ability to project sexual energy simply by virtue of being a man with testosterone and basic masculine desires. Your hormones and natural instincts supply all the intent and excitement you need. Since the feminine will naturally respond to and complement the masculine, if you bring sexual energy to the table, she will respond in kind if she is interested. The energy level of the surrounding context is not relevant to your connection with the girl. It's just about you and her, man and woman.

The basic elements of attraction and sexual desire are the same regardless of your energy level: comfort and excitement, confidence, vulnerability, dominance.

## Chapter 6

### Genuineness: The cure for boringness

In Chapter 4 we saw that comfort is not the same as boringness. Boring conversations are not comfortable, and building comfort and connection with a girl is never boring. If you find yourself getting into conversations that are boring for you, or boring for the girls, then you need to change things up.

Boringness in conversation basically stems from our own inhibitions and inability to expose our true selves. We fall back on the preprogrammed, standard modes of communication that have been given to us by the larger culture. That's what makes the conversation predictable, unsurprising, and boring. You and the girl have both had this conversation 1,000 times before.

But when you express your thoughts and feelings without inhibitions, now we have an interesting, engaging conversation. Since you are unique, and you are expressing the real you, you do not come across as a cookie cutter guy. You come across as the unique individual you are. And when you express your real self, she will feel comfortable letting her guard down and expressing her real self too. She is also a unique individual, with unique goals, dreams, opinions and experiences. Thus, there is no chance either of you have had this conversation 1,000 times before. You are both having it now, for the first time.

Neediness and the desire to impress a girl is one of the biggest, most common killers of male attractiveness. Making yourself vulnerable by expressing your real feelings, thoughts and opinions is the best way to beat neediness. Many PUA methods try to get rid of neediness and the fear of rejection by having the student do and say crazy, outlandish things. The idea is for the student to shock himself into not giving a shit. Then eventually he will start living more in the moment and putting on an air of dominance and confidence.

This technique works for many people, but it is often roundabout and cumbersome. A more straightforward way is to just practice "un-censoring" yourself in conversations with people. Whatever you are thinking, say it. When you agree with something, say it. When you disagree, say that. Start paying attention to the little thoughts constantly going through your head, and instead of leaving them in your head, verbalize them out loud.

This is all about sharing your inner world, discussed earlier in Chapter 3. By opening up your inner world and making yourself vulnerable, you are conveying a deep, fundamental confidence in yourself. You are also conveying a very high level of value because only dominant, high-value people are able to make themselves vulnerable in this way. Most people need to stay in the "safe zone" of following social norms and restraining their true opinions and desires. Hence boringness, which is part and parcel of being an average and "normal" guy.

Although shocking statements are often shocking, what is even more shocking is the willingness to be totally real, with no masks or defenses up. That is also extremely sexy to women. There are very few men that are willing or able to do this.

Start saying things about yourself that you wouldn't normally say. It could be a secret, an unusual story from your past, a controversial opinion, a dream you had the other night, or an important personal goal.

### **Your life is already interesting**

Many advocate the "fake it till you make it" approach. You tell stories and recite material given to you by someone else, until you get to the point when you have your own interesting stories and anecdotes. I think for most people, this is not necessary. Your life is already interesting, whether you realize it or not. It's just a question of you understanding that, and sharing the interesting and unique experiences from your past.

Think about the places you have travelled, the parties you've been to, the struggles you have faced. Think about unique stories about your family, your first girlfriend or first kiss, your first crush in school. Think about the nature of your work—it may be just a job to you, but someone else might find it interesting if they are not familiar with it. Consider any noteworthy occurrences from your life in the last week, the last month or the last year. Have you moved to a new apartment? Have you taken up a new hobby? Have you bought any cool new clothes lately? Have you started a diet? Started exercising? Stopped exercising?

All of these things are unique topics that you can bring up in conversation, especially when building comfort. They are unique to you. By sharing them, you are making yourself that much more vulnerable. Realize that there are interesting and awesome experiences in your life that you are probably burying and not sharing with others. The above paragraph alone will provide you with literally hours' worth of conversation.

What is the difference between an interesting person and an uninteresting person? The interesting person *thinks* that they are interesting. That gives them the confidence and desire to share their stories, thoughts and opinions with others. They believe they have value to offer others.

Attraction is about feelings and emotions. It's not the specific stories or the specific facts that matter. It's the way you feel about them that matters. Consider these two very different accounts of the exact same event:

*Person 1: I was absolutely STARVING and I saw my favorite burger place while I was driving. Haven't been there in ages (been trying to watch my diet). But I said, fuck it, you only live once! So I decided to indulge. I could smell the meat cooking before I even parked the car. Man, that big warm bun and thick, juicy burger tasted so fucking good! It was like there was an orgy going on in my mouth.*

*Person 2: I got a burger for lunch.*

Which is the boring story? Which is the interesting one? Which do you think is more emotionally stimulating for a woman? Which do you think represents an attractive, sexy man with an interesting life?

It's the exact same event. But the perception of the guy is completely different. And as a result, the listener feels something totally different.

Your life is already interesting, you just need to start thinking that way and presenting it as such. Put your best foot forward and start showing all your interesting and unique qualities.

# Chapter 7

## Regular and consistent practice

Probably 90% of my improvement in approaching and conversation has come from practice and experience. Even most of my theory and the concepts have been based on real world experience. Approaching is a skill, and conversation is a skill. It needs to be practiced and experienced over and over to be improved. In that way, it's no different from any other skill like a sport, playing an instrument, or driving a car. You can learn basic ideas and useful concepts by reading about it, but ultimately you will only improve by doing.

You are improving your communication skills and developing a more powerful social and sexual presence. That is a deep, fundamental change that will not happen overnight. Depending on how much work you are willing to put in, it might take a long time or a short amount of time. But it will take time.

If you have a lot of anxiety around beautiful girls or people in general, then you can set a goal of opening 10 random strangers per week as described in Chapter 1. As you get more comfortable approaching strangers, you can focus more on attractive women, and you will increase the number of approaches per week. Gradually, you will integrate this into your life more fully. That means more approaches per week, and also more frequent approaches. A good goal as you get more advanced is to approach at least 2 or 3 beautiful women every single day. At the highest level, approaching, flirting and conversing with attractive women becomes a natural part of your lifestyle and your identity.

Your specific practice regimen will depend on your own personality, lifestyle and goals. But no matter what, if you want to improve your skills at approaching and talking to beautiful women, you will have to practice on a regular basis. I have seen even a minimal level of regular practice (say, 2 or 3 interactions per week) lead to vastly different results compared to a guy who goes for months without speaking to anybody.

We are built to be social creatures. The more you practice, the more speaking with people and being social will become natural and normal for you, without clashing with your introverted nature. You will integrate social interactions into your lifestyle, and you will conduct them in a way that is comfortable and smooth for you.

### **The numbers in pickup**

Many students get discouraged by the large numbers of rejections, flakes or other "failures" they experience. Here is the fact: every woman in the world will not be interested in a sexual relationship with you. Each individual man and woman is different. Most potential pairings are not going to work, for a variety of reasons. Nevertheless, there are countless opportunities out there. Far more than you could ever take advantage of in a single lifetime.

With improvements in your skill, you can significantly improve your success rate. But there will always be large numbers of failed attempts, it's part of the game.

The best way to think about failures and rejections is to reframe them altogether: they are not failures, they are learning experiences. With each approach, you get slightly better. Your body is growing more and more accustomed to talking to people and expressing yourself. These skills are getting embedded deeper into your subconscious, so that you can carry on interactions smoothly and efficiently, with minimal conscious work.

As you get more advanced, you will see "rejections" as positive things—a rejection simply means that you and that girl were not a good match. As an advanced seducer, you are able to express yourself fully and genuinely, and put your best foot forward consistently. So you know that the rejection was not based on any flaw in your technique or style, you know that it was because she is genuinely not interested and not compatible with you or what you are looking for.

# Chapter 8

## Conclusions

This ebook has given you the tools and the building blocks to get out of your shell and to start meeting women. It is up to you to actually walk out there and put it to use, consistently, over and over again.

In Chapter 1, we learned actionable tactics and techniques to get started. Small, low-impact approaches, to random people and eventually to hot girls, help you get more engaged with the external world.

In Chapter 2, we saw the basic mindset and attitude that you need to develop. You are in your own world, as a high value man. For an introvert, this is an area of natural strength. You will get more in touch with your surroundings and with your ideas, opinions and feelings. This lays the foundation for engaging with others in a compelling and powerful way.

In Chapter 3, we saw that approaching and starting interesting conversations with people is all about sharing your world. Whether direct or indirect, it comes down to expressing your thoughts and feelings in a genuine and open way. Honesty and genuineness in the way you present yourself to women will be critical.

Chapter 4 presented a simple yet powerful framework for understanding conversation and having great interactions with women. It all comes down to excitement and comfort. We saw how to balance these two fundamental forces of sexual attraction, and we learned specific tactics and techniques to develop them and manage them. You will develop feelings of excitement and comfort in the girl by remaining present and in the moment, open and honest, and taking a genuine interest in her.

Chapter 5 explained that the level of liveliness and vigor you bring is not relevant. All that matters is your sexual vibe. This is good for introverts, because we are usually not energized by social interaction. But as men, we have the latent sexual power through our testosterone and instincts. Energy levels (in the sense of liveliness) are irrelevant for both day and night game. The important thing is your sexuality.

In Chapter 6 we learned major ways to prevent boringness in your conversations with women. Boringness comes from inhibiting yourself, which causes you to defer to standard, common conversation lines. That's what makes the conversation no different from a million other boring conversations that both you and she has had. Instead, by exposing your true self and your real feelings and thoughts, you are injecting your unique personality into the mix, which makes sure the interaction is unique as well.

And finally, in Chapter 7 we went over some effective goals. We also saw the importance of practicing and experiencing social interaction and conversations with women first hand.

You now have the tools to use your introverted qualities to your advantage as you improve your social skills and conversation skills with women. Now is not the time to stagnate or relax. Now is the time to get to work and start meeting women.

# Appendix:

## Terminology

**Cold approaching:** approaching a woman who is a total stranger, with no social connection to her

**Opener:** the very first thing you say to a girl when you approach her

**Direct opener:** starting the conversation by making direct reference to a girl's physical attractiveness (such as calling her pretty)

**Indirect opener:** starting the conversation by saying something or asking a question that does not directly show your physical attraction to her (such as asking for directions)

**Escalation:** moving the conversation or interaction in a sexual direction and progressing towards sex, in all ways large and small

**Demonstration of high value (DHV):** A story or action that increases one's perceived value and attractiveness

**Pre-selection:** the quality of having other girls, especially hot girls, in your life; usually conveyed by having girls with you

**Qualification:** expressing attraction to a girl based on your non-physical standards

**Breaking rapport:** injecting tension or conflict into the situation through disagreement, disapproval or teasing (Note: this is never done in a disrespectful or insulting manner; rather, it is a way to convey that you have unique standards, opinions and beliefs, and that you are not afraid to disagree or express disapproval of something she does or says)

**Disqualification:** indicating that you are not particularly interested in pursuing a given girl

**Push and pull:** escalating and de-escalating an interaction, conversation or relationship verbally and physically; advancing sexually, and then pulling back and giving some space, then advancing more, then pulling back, and so on.

**Isolation:** getting her alone, away from her friends or other people; especially important in night game scenarios like bars

**Instant date:** taking a girl on a date right upon meeting her for the first time; for example, you approach a girl in a coffee shop, converse, get to know each other, and then take her to get a drink at a bar nearby

**Vulnerability:** being open to criticism and judgment from others; this is a quality that only high value, strong and powerful people have because weak people are not able to handle negative judgments from others, especially the opposite sex; being vulnerable is entirely in-line with being a social, sexual and emotional risk taker because taking a risk implies making yourself vulnerable