

SEXUAL COMMUNICATION Series (Summary)

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Disc 1

Don't ask, LEAD.

Attraction is nature's way of taking over our bodies long enough to mate with someone with good genes.

There's a difference between ATTRACTION and AFFECTION. A woman may feel affection for you (LJBF), but it doesn't follow that she's also attracted.

The Paradox of Sexual Communication: When it comes to attraction, many of the "rules" of human communication are reversed. Sometimes pursuing will make someone run, while retreating will make them pursue you. Being nice to someone won't always cause them to react nicely to you.

There are 4 steps to successfully seducing a woman:

Step 1 Sparking the Attraction

Step 2 Building Sexual Tension

Step 3 Amplifying the Attraction

Step 4 Physically Advancing

Sexual Tension

Sexual Tension is a combination of various things:

- Body language
- Humour
- Teasing
- Subtle word plays that HINT at liking someone while actually being very interested in them
- Playing hard to get

Women are much better at interpreting, receiving, and sending subtle body language. Most women understand sexual tension very well.

An exercise to eliminate limiting beliefs:

- 1) List 10 beliefs you have about your ability to attract women sexually.

- 2) Next, think about where those beliefs came from.
- 3) Take the negative ones, the ones that aren't serving you, and come up with a list of situations where each belief hasn't held true. Learn to doubt your own negative beliefs.
- 4) List the beliefs you'd like to replace the negative beliefs with. Make a list of 10.
- 5) Turn the list into 10 affirmations
 - Present tense and positive
 - Write them out every day
 - As you write them, imagine the kind of success that'll flow from each belief as you adopt it

Recommended reading: Body Language by Julius Fast. Focus on Chapter 7, "The Hidden Language of Love"

Disc 2

Women are attracted to certain traits. Women will test you and challenge you to see if you have these traits. If you start failing these tests, the tests will become tougher and more intense, and her attraction for you declines.

Confidence is the LACK OF INSECURITY.

Dominance is not being DOMINEERING. Dominance means being a leader; domineering (control-freak) belies insecurity. Dominance/domineering, control/controlling.

You can be both selfish and generous at the same time. Being selfish isn't necessarily a bad thing. It means that you expect the best for yourself and you don't sell yourself short.

Composure/unflappability: Always keep your cool.

Being selective, and communicate that you're selective. Not just with women, but with all things in life. Don't settle for crap!

Be judgmental: Don't overdo it, but the more you comment on other people, the more you appear as the authority. Use humour (think Triumph the Insult Comic Dog).

Don't accept second class behaviour or treatment from others. **"I don't accept second-class behaviour from myself or from anyone else. If you show me second-class behaviour, I won't want to deal with you."**

Be territorial: Talk about how only good people enter your house, how this is a place of good energy and there'll be no drama there. Talk about how this is a safe place where she can be free to do what she wants. If you're in public and someone is in your space, ask them to leave. Carve out some territory. Sit at a bigger table. Spread out when you sit down.

Being in control of yourself and your sex drive. Pull back after kissing for a bit, etc. Demonstrate you're in control of your sex drive, but just BARELY.

Live in your own reality. Reality is what YOU make of it. Consider other people as GUESTS IN YOUR REALITY, and not as masters/definers of your reality.

Physical way to communicate these traits: Gestures, posture, strong eye contact. LIFT THE CHEST (it does a lot to your whole body). Use slow, deliberate gestures and speak slowly.

Testing

Women test men for all sorts of reasons, and it's mostly an unconscious process. Attractive women have a lot of options, and prefer men who are STRONG OF CHARACTER. If you were an attractive woman being chased by hundreds of guys, how would you go about eliminating the losers? You'd TEST them, in subtle ways that test for strength and personality. If you did this on a regular enough basis, this behaviour would become unconscious and automatic.

Women will ALWAYS test you! Deal with it, learn how to handle it, and move on.

A couple concepts to keep in mind:

1) Get over the idea of JUST BEING YOURSELF. For most guys, just being themselves is being a manipulative, ass-kissing wimp. They like to give women gifts, act submissive, call them all the time, which is actually manipulative behaviour in that it's NOT being themselves.

2) Women interpret everything. They don't take things at face value—they read into everything. Learn to communicate subtly in a way that's NOT explicit. If it's explicit or direct, it's suspect. She'll wonder "Does he really mean that?" By keeping your communications implicit and ambiguous, she can figure it out for herself.

3) Always remember that to a woman, it's all "part of the story". You don't want to use standalone techniques one after the other. You need to fulfill women's fantasies of the romantic story that just happens, and unfolds.

Attitudes

1. There is NO downside. There's nothing to lose at any time with a woman. IT DOESN'T MATTER.
2. I'm indifferent to the outcome. Detach yourself emotionally from any outcome. If it doesn't happen, it's really no big deal. It doesn't matter! If you're not indifferent, you worry about screwing things up.
3. I'm a catch, and time with me is rare and valuable. If you spend time with a woman, SHE is getting the better end of the deal.
4. She wants me, but I'm going to tease her to see HOW MUCH! You know for sure that if she got to know you, she'd want you.
5. She's going to have to prove herself to me that she's ABOVE AVERAGE. Her exterior appearance doesn't entitle her to special treatment.

Strategies

- STEAL HER FRAME! Use her own game against her. **“Is that all I am to you, a sex object?”**
- BE A CHALLENGE. Present a challenge in all situations. Play hard to get by talking to her a bit and then walking away. If you're shopping with her, go to another part of the store to shop on your own. If she wants something, resist. People don't want things that are readily available to them.
- BE MYSTERIOUS. Never answer the typical common questions

16 Specific Techniques

1. Never give a woman a direct answer, unless it's NO. “Did you like that kiss?” **“YOU obviously did”**.
2. Answer questions with questions that implicate her, or get her to commit to something. “What are you doing Friday night?” **“Well, what did you have in mind?”** or **“Why, what were you going to do for me?”**
3. If she complains or doesn't like something, turn it up and give it back to her. She says “I don't like that station”, you turn it up a notch and smile at her. You don't have to be an ass, you can tone it down after. But just show that you aren't easily controlled and are independent of what she thinks.
4. Never give a woman exactly what she asks for. “Will you take me to Cheesecake Factory on Friday at 7:00?” **“No, I'll pick you up at 8:00 and we'll go to The Keg.”**
5. Always send mixed signals. For example, be physically generous and giving, but verbal communication-wise be busting on her.
6. Use the technique of “Let's be friends”. When sexual tension is built up, say **“It's going to be nice getting together with you, if nothing else you seem like you'd make a nice friend. See you tomorrow.”** Communicates that you're not needy, that you're not going to just jump her bones because she's a woman.
7. Don't be predictable! Don't wear the same clothes, don't go out to the same place all the time, don't always talk about the same things.
8. Don't be BORING! Don't be average, don't do the same thing that 90% of the guys she meets do.

9. Be **DISTINCTIVE**. Find ways to be unique in a preferential way. Don't buy the same shoes everybody's wearing, or get a distinctive haircut. Don't talk about boring hobbies, talk about the interesting stuff. Order distinctive drinks at the bar.
10. Never act apologetic. Don't act insecure, or like you're trying to gain approval.
11. Two steps forward, one step back. You're always making progress, but when you make progress, you stop and you step back a little bit. As soon as you can tell she likes what you're doing, **STOP...lean back....and make her want more of it.**
12. Never let the line go slack. Sexual tension is about **TENSION**. You're always sensitive to the sweet spot, the right amount of tension to achieve your goal. Don't do too little and don't cross the line.
13. Always raise and call her bluff. If a woman gives you some tension or tests you, call her on it. "I'm leaving, that's it" "**Ok. Don't let the door hit you ass on the way out**". In most cases she wasn't planning to follow through—it was a **TEST**.
14. Once you find a cocky/funny role that's working, stick with it.
15. Lead and move forward confidently. Be decisive, and decide what's gonna happen. Order for her at dinner, walk ahead of her and open the door for her. Step forward confidently. If a woman doesn't like what you're doing, don't apologize for it. Act like it's her problem.
16. Don't be a **WUSSY!** If you see yourself slipping into wuss mode, **IMMEDIATELY** stop, and step back. Hang up the phone. If you have to, walk away. "**You know, this really isn't working for me anymore. I think I'm just going to bring you home, and go relax.**"

Exercises

- 1) Make a list of 5 masculine traits you'd like to cultivate, then think immediately about ways to go about acquiring those traits.
- 2) List 10 past situations where you can clearly remember a woman testing you to see how much control she had over you. Remember how you dealt with it then, and remember how you'd deal with it now that you know better.
- 3) Take the list of 16 techniques above, and come up with one way that you could use each of the 16 immediately. And then get out there and start using them.

Disc 3

You can activate the 'bad boy' attraction in women without including the abuse component.

Sparking attraction/Chemistry

What is attraction/chemistry? Most women know exactly what it is, most men don't. "Chemistry" is a reference to a feeling, an emotion. Anticipation is another big part of this puzzle.

FLIRTING

Women know what flirting is. They respond very differently to flirting than they do to regular communication. Think of flirting as playing. "Hi, I just wanted to say that I find you really beautiful" is NOT flirting. You have to be UNserious. **"I realize you're probably shy because you get no attention from men whatsoever, so I decided to come over and pay attention to you"**. One of the keys to flirting is just to GET IT. Get out there and practice to get a feel for how it works. Don't take negative reactions personally.

There's a lot of things you can do to flirt that don't involve WORDS. Use body language.

- Give her a hard time about something in a funny way.
- Fake despair at something she's doing.
- Be overly dramatic and make complaints about something she's doing
- Pick anything physical about her or the way she communicates and say **"You know what they say about women who _____."** Then don't tell her what they say.

COCKY AND FUNNY

The bad boy or jerk uses this to attract women, but you can take it and extract it and leave all the abuse behind.

Remember that the formula is cocky PLUS funny. If you're just cocky, you'll appear insecure and arrogant. If you just use funny, then you'll come off as being goofy.

Cocky statement: That dress makes her look fat

Cocky and funny statement: If she doesn't find a dress that fits her better, the fashion police are going to send in the SWAT team for her ass!

When done properly, C&F directly and indirectly says all the right things about you. Women are attracted to alpha males with a sense of humour. Busting on a hot woman says "You're interesting enough for me to talk to, but you're going to have to do a lot more to impress me. Your beauty doesn't affect me in the slightest, and I'm even comfortable enough to make fun of you in a playful way."

Turn her questions around on her and back at her. "What do you do?" **"You couldn't handle the answer"**. "What kind of car do you drive?" **"A Ford Pinto. I've got a killer 8-track deck in it. Wanna see?"**

Compliments: Make them backhanded or put a sarcastic spin the end.

Play the “would you” game. How much money would it take for you to (be a stripper, change the oil in my car, have sex with an 80 year-old man, etc). Whatever she says, try to talk her down.

MISCELLANEOUS

One of the best ways to deal with drama or tests is to find it funny. Chuckle at her— **“You’re so cute when you’re mad”**. You show it doesn’t affect you, and that makes a big impact and keeps you in control.

Disc 4

Work on speaking slower and deeper, and...using...PAUSES. Gesture deliberately and get rid of any ticks or nervous habits.

Lean away from women when talking, rarely lean in.

Attraction + obstacles equals EXCITEMENT

Stop acting like you’re trying to get something, and demonstrate with your actions that SHE is going to get something.

A person will only do something that they’ve first seen themselves doing in their mind. When you create anticipation she thinks about the two of you together.

Rest of disc describes process of initiating sex presented in the Double Your Dating e-book

Why do women break it off with guys after 2 or 3 dates? Or after 2 or 3 YEARS? It’s because the attraction they had for you is GONE. If you want women to continue to be attracted to you, you need to keep being unpredictable, etc. Always sharpen the saw! Stay on the cutting edge and don’t slip into the abyss of being boring. Keep it up by doing the things that work.