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Master of Persuasion, Influence and Seduction

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Also By the Author

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# Magnetic Attraction



Advanced NLP   Emotional Elicitation   Psychic Rapport   Behavioral Influence



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## Creating Charisma

Stop for a minute... and search your heart. What is it that frightens you the most? Ghosts? Demons? Or maybe... it is simply being alone in the world... isolated... with not a soul caring whether you existed. As you think about it now, maybe the one fear everyone nurtures deep down is that of lonesome isolation.

Since birth, each person seeks out companionship. As children we sought the approval of parents. As teens, we fought for a place amongst friends. Then as adults, we struggle to find that special soulmate with whom we would forge the rest of our lives with.

Man, indeed, is the ultimate social animal. He draws inner strength from the well-spring of his circle of friends. Friends fuel the drive to endure the rigors of life. With friends, man finds solace, sympathy, and love.

While casual friends satisfy the basic psychological requirement for companionship, there is one need that a regular friend cannot satisfy: the need for intimate affection. At critical points in our lives, we suddenly find ourselves yearning for special companionship--one that friends cannot fill, but only lovers can.

The sudden rise of numerous industries promising instant fixes to romantic frustrations naturally allow us to conclude that there are hundreds of millions of lonely individuals out there. Turn on your TV set or flip through your newspapers. Observe countless ads for self-help seminars promoting "seduction strategies." Take note of the sudden proliferation of "magic pheromone perfumes" that claim to sensually arouse nearby sniffers. Then of course, browse through the thousands of romance how-to manuals parading on bookshelves. For millions of the lovelorn, the need for affection grew to a national obsession. That desire now drives industries raking in millions. What makes this book any different?

Step into a popular seminar room where a love-guru enralls his students with masterful techniques of seduction. Yes, you will learn, in fact, you will absorb so much knowledge that before you know it, you'll be fighting off scores of love-crazed individuals from your door. Such skill comes with a price, of course. Expect your wallet to be several inches and hundreds of dollars thinner .

Alternatively, you can go the economical route and invest in a few national best sellers costing \$15 a pop. Browsing through the

hundred or so pages of this standard romance fare will typically leave you dissatisfied. Most of what you learn are theory and with little real-world illustration. Theory appeals as enticingly as dishwater. You want tried and tested techniques. You want results. You want to embrace someone dear, not in the next decade, but right now. So you finally shelve those books and sigh in melancholy.

## Your Key to Fulfillment

Magnetic Attraction (TM) strikes the middle ground between the high-quality but costly seminars and the economical, but impotent library books. Magnetic Attraction resulted from scores of research, personal experiences and interpersonal experimentation to bring you a powerful source of theory *and* real world techniques that will magically fill that empty void now plaguing your heart.

**Magnetic Attraction is a breakthrough manual designed exclusively for men.** Magnetic Attraction assembles an arsenal of Seven Power Principles of Chemistry guaranteed to transform the average lonely man into an irresistible magnet of attraction. As you learn the individual Principles, you immediately take momentous strides forward to becoming a modern day Casanova.

Each Principle is designed around the psychological make-up of women and offers you irresistible avenues to hotwire her neuro-circuitry in order to incite attraction beyond simple infatuation. Picture yourself now... as you experience unlimited social power... instantly resulting from the rapport you readily generate at will! Imagine, all your friends wondering about the tremendous secret that you alone possess.

Stop... and draw a long breath... understand that you hold the key to unlimited social fulfillment. Sit back, relax and prepare to embark on a mind-lifting experience ...

Within this concise manual, you will understand not just what women seek for in their fantasy partners, but you will also discover how to easily create emotional states ranging from magnetic rapport to pure enthrallment. Each principle you unlock will naturally unleash an unstoppable fury of almost unnatural allurements when combined all at once.

The following are the Seven Power Principles you will master in succession:

- ② Principle of Dominance
- ② Principle of Value
- ② Principle of the White Knight
- ② Principle of Nuclear Power
- ② Principle of Magnetic Attraction
- ② Principle of Verbal Acrobatics
- ② Principle of Psychic Dominance

At the end of this book is a certificate for you to affix your signature, certifying your mastery of the art of irresistible magnetism. Mount it proudly on your wall and sally forth, a master amongst men.

Good luck.

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## Seven Power Principles of Chemistry

### Principle of Dominance

Within the animal kingdom, the weak fall before the strong. Animals that run faster, fly longer, swim deeper have the largest territories, the greatest stockpile of food and raise the largest prides, schools or herds. The powerful obviously relishes the best of spoils. This law of the jungle transcends time and applies equally well in the human species.

As with their less-sentient counterparts, men come in just two flavors: the dominant and the domineered. There exists no middle grounders because you either lead or you follow.

History tells us that dominant individuals get the largest chunks of the pie. Not only are they richer, more influential, and have greater

access to a variety of resources, they also command the respect and affection of the fairer sex.

Domineered individuals, on the other hand scrounge in corners and lap at the scraps left behind the masters of the world. As such, their bounty is less than impressive. They lack the will to assert their needs. Ultimately, many of the domineered simply fade into nameless oblivion, unable to leave a mark and worse... offspring.

For a race to endure, nature implements the Law of Natural Selection. Simply put, the law allows the strongest to survive. Without this principle, weak offspring may ensue and fail to propagate the race.

It has been proven in the animal kingdom that females *always* submit to the stronger male, known as the alpha male. Over a doe, two bucks will clash horns till one falls due to exhaustion. The victor always struts off with the admiring doe. The same phenomenon can be observed among mountain goat, dinosaurs, and roosters.

While seemingly unfair, nature allows this process so that the genetic material of the superior male fuses with the egg to create an even stronger future generation. Strength is necessary for survival.

The phenomenon of natural selection subliminally impacts the behavior of human females in general. Within the female brain are genetic commands that instruct her to seek out strong males that possess the capability to raise and nurture a superior family. Ask any female what she prefers in the male. She would normally respond with "strong", "caring", "sensitive", "wealthy", "influential". These traits are among the many that a man needs in order to successfully propagate the race. Without knowing it, the female follows her DNA's demands for natural selection by seeking the best possible male for her offspring. Without such a male, the probability of her child's survival drops precariously.

Naturally dominant males face no problem winning the approval of females by virtue of the characteristics their gene pool endowed them with. Domineered males, on the other hand, are not so lucky.

What's a weak male to do in such an inequitable position?

To bow down and slink off in resignation is out of the question. After all, you must propagate *your* offspring, no matter how weak you may be.

While it may be impossible to genetically reprogram your genes for instant superiority, it is possible to alter your external appearances and immediate environment to manifest traits normally ascribed to the vaunted Alpha Male. By mimicking these traits, you transform yourself into an Alpha Male in the eyes of females. Suddenly, the female brain goes Click! and she recognizes you as a possible mate to rear her child.

The first step to creating chemistry is transforming yourself into the Alpha Male.

### Alpha Male Body Language

Alpha males are powerful. Power excites the fairer sex. Alpha Males move in a certain way that exudes *authority*. The first step to creating the alpha image is to move like the alphas of the world. Commit the following alpha strategies to memory:

- ② Move with sweeping, grandiose gestures. Alpha males love to embellish their arguments with up-thrust fists and rigid fingers. Their arms move with exaggerated flourish.
- ② Stand straight, as though a rope held your head straight up. Your neck rarely bows in submission. You look straight ahead, with sweeping or darting movements.
- ② Move towards your destination with purpose and deliberation. Alpha Males feel important and have definite agendas. They stride towards their objectives with bouncy steps. Act as though you know where you are going and why you are going there. Timid, daydreaming shuffles are left to domineered males.
- ② Take as much space as you can. Occasionally hold your arms akimbo. When you gesture, feel free to sweep your arms in impressive, but non-intrusive arcs. When seated at a conference table, clear out as much space around your seat as you can and use your personal belongings to stake out your "air space". Put your glasses, your pen in a massive radius around your area, almost to the point of invading the space of others.

- ④ Phallic Point. Remember how the cowboys of old exuded manly sensuality? They stand straight with their feet slightly spaced wider than shoulder width, with their thumbs tucked in their pockets and their index fingers pointing straight at their groins. This pose arouses unsettling feelings amongst females and it intimidates surrounding males. The Phallic Point is a posture adopted by those confident in their sexuality and social position.

### The Alpha Male Gaze

- ④ The alpha male gaze emanates subliminal vibrations of dominance. Certain alpha males have mastered this type of gaze and with impressive result: people clear a path around them! To duplicate the alpha male gaze, simply concentrate your focus on the center of each person's eyes. Never allow the gaze to drop less than the bridge of the nose. The effect is to create primal, disconcerting feelings among rival males and to incite sensual excitement among females. Women, in particular feel that your gaze penetrates directly to their soul, as though reading their mind. By repelling males, and attracting females, you quickly gain alpha male reputation.
- ④ Two telepathic techniques further enhance the alpha male gaze. The first technique creates attraction. To incite this arousal, gaze directly between the other person's eyes, and then, *proceed to smile* through your eyes at the other person. Yes, smile through the eyes, not through the mouth. If you cannot get the technique, close your eyes, look down and imagine that you are looking at your heart. Now, using your eyes, *smile at your heart*. You will feel a lightening of your spirit and your eyes will suddenly feel a radiance. That is the sensation of smiling through the eyes. When you smile at someone through the eyes, you project psychically appealing thoughts and your eyes radiate bursts of attractive energy. Lovers do that all the time when they gaze at each other lovingly over a flickering flame. Observe how their eyes seem to glow! In the absence of such romantic situations, you simply have to use the smile technique to radiate even more love energy than lovers already do.

- 🌀 Eye smiling at women is romantically beneficial. Alternatively, you could use eye snarling with rival males to scare them off. The key to creating a repulsive force against males is to gaze directly between their eyes, and mentally shout out, "clear a space around me. out of my way!" Project the thought forcefully while imagining a clear field of space around you repelling others. Your mind will automatically broadcast repulsive brainwaves that others will feel on a subliminal level. As you accomplish this, notice how it easily works on friends or enemies. Experiment with a friend to verify the power of this technique. He will indubitably feel your mental force.

## Alpha Male Mind Set

### Assertiveness

The Alpha Male radiates a powerful gaze and moves masterfully. More than that, he also adopts thinking frames that convince not just others, but also himself that he is indeed dominant.

The secret to Alpha Male thinking is assertiveness.

Assertiveness lies midway between being compliant and being aggressive.

Compliant people buckle under pressure and seek to please everyone. These are the types afraid to voice their needs and their wants. Regular doormats, compliant people acquiesce to every request even at the cost of their dignity. They fear hurting others, so they bear their resentment in silence.

Aggressive people inhabit the opposite end of the spectrum. These misguided individuals believe the world revolves around them and they make sure others know it. With strong words and through coercion, they bully their arguments into other people's heads, regardless of the seething resentment in their wake. Aggressive people, by virtue of their poor human relations skills, alienate everyone and fail to inspire loyalty or affection.

Assertive people strike a good balance. Assertive people respect themselves enough to firmly, but courteously voice out their opinions, complaints, and ideas. They recognize both their personal dignity and that of their colleagues. As such, assertive people make it a point to firmly repeat their idea till it is understood, but without necessarily compelling others to agree with it. Hence, their innate nature of firmness tempered with gallantry inspires

admiration.

Acquiring assertiveness takes a few simple maneuvers:

- ② Always voice out your opinions, thoughts, needs and desires, regardless of what you feel others would think. It is your destiny and right not just as alpha male, but also as a human being.
- ② Ensure that NO one ever interrupts your speech or train of thought. When interrupted, demand silence and the opportunity to finish first. You will automatically garner the respect of the violator.
- ② Understand that you have the prerogative to accept or decline any request or command, unless ethically bound to do so. An alpha male is no one's slave unless he lowers himself.
- ② Converse with others in measured tones and with downward inflections. The resulting vocal quality will create an aura of command. Ensure that each and every syllable is carefully enunciated! Observe how news anchors pronounce each and every syllable. Their voices resonate with power.

### Mind Blocking

Imagine what happens when an obstacle suddenly blocks your path. For instance, you find yourself facing an upcoming presentation upon which your career strongly depends upon. Your pulse races, your breath quickens and a lump forms in your throat. Thoughts race through your mind along the following themes: *doom, failure, humiliation, loss of face...*

**STOP!**

The first step to failure is to consider the possibility of failure. Allow these detrimental thoughts to invade, and you surely set yourself up for a fall. Expectations of failure develop into a self-fulfilling prophecy. Your subconscious mind registers the thoughts of failure, transforms them from mere electrical impulses and into concrete reality. Thinking failure is like subconsciously commanding yourself to fail.

Proof of this is easy to observe in reality. Take the presentation example. Unless the presenter snuffs those thoughts, he creates and travels a path directed towards failure. Influenced by the mind, his bodily responses create the necessary ambience for catastrophe.

Examine the escalating bodily malfunctions of a man on Failure Avenue: first, he begins breathing erratically and stilted his voice. He stumbles over key points and fails to address questions rapidly enough. His eyes dart nervously across the room. He loses credibility. Unwittingly, his mind subverted his desires for success.

Expectation of failure is a subliminal command to the self to fail. As the subconscious is receptive to unspoken commands, it responds almost instantaneously and instructs the nerves, muscles and organs to carry out the directive. Hence, failure ultimately arises.

Every challenge one faces incites that "fear-of-failure-response." In shy men, the sight of a beautiful woman is almost guaranteed to inspire a total mental shutdown because of the flood of negativistic thoughts. For that reason, you are now already readily aware why so many are alone. Before contact is made, these men have set themselves up for failure.

Why do we suffer anxiety attacks? It is a natural psychological response designed by our DNA for protection purposes. Worry prevents us from taking risks. Anxiety inhibits us from taking chances. In a way, this is Mother Nature's technique for ensuring the survival of the species.

Today, anxiety no longer serves as good a purpose as it did when our ancestors had to flee wildcats and bears. Anxiety destroys instead of preserves.

Snuff the anxiety cycle before it begins, through an effective technique called Mind Blocking.

Mind Blocking is a method I use to destroy thoughts that have no positive value and which create feelings of fear.

The next time you feel those thoughts assail your mind and the cold touch fear creep across your neck, first blank your mind. Imagine a white wall in your mental screen and nothing else. From there, when your brain cycles have stabilized, swing your thought patterns 180 degrees around, from thinking of yourself to something else completely. Illustrating, fixate your eyes on the nose of the woman who is causing you anxiety. Or, maybe, focus

on the slideshow presentation you are making. All your efforts must be totally detached from yourself and flung upon something else. It is the preoccupation with anything else *but yourself* which effectively and naturally blots out the recurring cycle of negative thoughts when a challenge looms ahead.

Stray thoughts may infiltrate. Banish them by mentally reciting a meaningless monotone mantra to kill them. The Indian mantra "Om" is a good resonant word."

Finally, a last tactic is *lunge head* into the challenge or obstacle without first giving yourself a chance to worry about it. Doing so pre-empts the cycle of fear that arises when a threat arises.

Operationalize this technique in the romance world. The next time you see a woman who knocks the breath out of you, block your mind with a white screen, gaze and focus into her eyes, recite your mantra, and approach her within seconds of first seeing her. Say a warm greeting in measured tones. The rapidness with which you make your move allows you to forget any feelings of anxiety and project an image of determination and self-assuredness. In the romance game, self-assuredness is a desirable trait.

### Recapping the Mind Block Technique

- ② Cast a white screen in your mental field of vision to screen anxious thoughts.
- ② Recite a repetitive mental mantra pre-empt extraneous fears.
- ② Focus exclusively on some external object other than yourself till your pulse subsides.
- ② Make an aggressive move towards the challenge (such as the woman) before the fear cycle registers. In romance, approaching a woman within five seconds of establishing visual contact is a power move which endows you with an impressive first impression. Remember, he who hesitates is lost.

### Modeling

When we see someone we admire, we tend to imitate not just their manner of speaking, but also their method of dress and personal

habits. At times, such imitation breeds copy-cats so similar to the real thing that the genuine article no longer differentiates himself substantially.

Shortly after Elvis Presly disappeared, a wave of fanatics emulated the King's modus operandi. Many took voice classes and donned the outfit that catapulted him to fame. Some of these imitators achieved such proficiency that many swore that these fakes just as good as the King. Obviously, imitation can clone success.

Think now of the ideal Ladies Man. He may be fictional. He may be a legendary personage such as Casanova. Whom you chose doesn't matter; what does is that you are bitingly aware of the very traits this man possesses.

The process of modeling allows you to replicate the success of others by stepping into the reality of that person you wish to model. You would first create a three dimensional image of that person in your mind, take note of the traits he possesses, and absorb it into your own system.

Is modeling easy? Since childhood, we modeled ourselves against parents, teachers, popular friends and superheroes. We have done it effortlessly and enjoyed it! Modeling a Ladies Man to boost our romantic prowess should be utter simplicity.

### Ladies Man Technique

The first step to take is to close your eyes and envision that superior person in your mind's eye. Picture him vividly as though he were a few feet from you. Create an environment around him. A good place would be a social setting. Now imagine a crowd of adoring females around him. Observe carefully his behavior. Notice his body language. How does he move? What does he say? Since you are totally disjointed from this individual, it becomes easy to imagine this superior man doing things that you would normally not do.

Spend a few minutes in (envious) observation. Pay careful attention to how he interacts, from approaching others to carrying on a conversation. Your mind will be free-wheeling, generating an image of what the superior person should be, based on your past experiences and drawing from subconscious observations of others more successful than you.

The next step transforms you into THAT superior man. As you watch the Ladies Man entrance the females around him, feel your

presence dissipate, as though you were a ghost. Feel your presence envelope the Ladies Man and become wholly him. You have become the LADIES MAN.

Now, proceed to behave as you have observed the Ladies Man behaving. Seeing him act confident, sensual and suave readily allows you to naturally behave in the same manner. Observe how you speak, how you move, how others approach you.

You are the Ladies Man. You have already begun to acquire the traits of the man you envied for years. Enjoy the sensations and the power confidence that washes over you.

Now open your eyes. You have just radically expanded your perspective of the world. Recreating your reality with the Ladies Man exercise allows you to behave in a manner once alien to you. You can already begin immediately to understand the secrets that allowed others to succeed miraculously where so many have failed. The difference between the losers and the winners obviously spawned from their mindsets. The Ladies Man succeeded because he had an overpowering outlook of unstoppable confidence. As the Ladies Man in those brief minutes of reality altering, you readily understood the key dispositions necessary to allure women.

Take out a pen and paper. List down all the emotions, beliefs and traits you think created that Ladies Man. There should be at least twenty. Every night gaze at that list and tell yourself this is how you are now. This is how you will behave.

You have recreated your reality in your mind. Achieving that in the real world will take no effort. After all, we are whom we think we are.

Be the Ladies Man.

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## **Principle of Value**

### **The Eagle's Ambition**

When women enter a relationship, they expect to receive something from it. Some may aspire for contentment, others for affection, and still others for excitement.

At the most fundamental level, women engage in relationships to satisfy a need for emotional security. The world is a dangerous place, and it is in the arms of her lover that she obtains comfort against numerous uncertainties like poverty, and hunger. Additionally, she hopes that through romantic partnership, she can enjoy a measurable degree of material comfort that will be conducive to raising a future family.

These are all *ends values*, psychological goals that must be met to put her mind at ease. If you can demonstrate to her that you possess these desired values, you will instantly put her mind at ease. Getting her comfortable is a prerequisite for creating attraction. As you may know, a relaxed mind is more open to romance. Hence, one requisite to laying the groundwork for attraction is to create an aura of security. In order to engulf her with that sense of security, the simplest technique is for you to exude an ambitious spirit.

### The Ambitious Man

Men who have ambition are naturally attractive to the female mind. When men have a sense of purpose, with lofty goals, they broadcast signals of security. Females feel confident in the company of such men because they are assured that at the very least, their material needs will be met.

In Maslow's Heirarchy of Needs, the biological needs (such as security against hunger, pain and bodily threat) rests at the bottom of all human needs. Only when this is satisfied can we move on to entertain the next level of needs, that of affection, love and companionship.

Men can satisfy the the first level needs of women by broadcasting ambition. Ambitious men aspire for greater achievements and are open about their goals. They are proud about their work, and yet, will not rest on their current successes.

To project ambition to a prospective female, begin by disclosing to her your future dreams. If you don't have any, make sure you create some first. Paint glowing pictures of what you hope to achieve, whether professionally or socially.

Never, however, belittle your current standing. Avoid putting yourself down! Why tell others you are a loser? No woman in her right mind will consider you a worthy prospect. Bask in pride of what you have achieved and are yet to achieve.

## Vivid Occupational Descriptions

A useful technique for making good first impressions is to create a short paragraph of your current preoccupations. Describe it in vivid, enthusiastic detail and commit it to memory. The next time you meet someone who asks you what you do, recite that short paragraph. Without sounding too boastful, emanate a sense of pride in what you do.

Even dull jobs can be made to sound great and exciting. For instance:

"Me? I love my job. I handle the internal waterworks integrity of residential areas. Sometimes I find it stressful when I can't locate the source of pressure conflicts. Anyway, when I finally get the job done, I feel a sense of accomplishment. I then go home and celebrate the day's triumph with a fatter wallet that will help me create a larger and formal outfit in the near future. I truly enjoy what I do! How about you? What gets you busy?"

Who would ever know this were a plumber? The man exudes as much stability as a banker. Better yet, this man is on a mission. He set his sights high and refuses to be content. His vigor, outlook and enthusiasm would indubitably impresses his female companion.

## **Pursuit Vs. Attraction**

Desperate men act desperate and in so doing, repel women. While a tautological argument, observations certainly prove that desperation in a male is an unwanted trait.

When a man overtly manifests his dead-set desire to get any woman, regardless of quality or personality, he cheapens his image. He is the type who approaches women in bars with laughable pick-up lines that are obviously memorized . He bounces from woman to woman *begging* for a date. When he receives rejection, he gets moodier and moodier. He wonders what it is about himself that repels others so much. These are the social misfits who believe that chasing women is the only path to success.

Successful Ladies Men take an alternate route. They don't chase after women, they *attract* women.

Attracting women implies creating an image of nonchalant desirability. Instead of pursuing, Ladies Men offer themselves as a prime choice... maybe, the ONLY choice.

To attract women, demands that the male adopt an attitude of nonchalance. In his quest for romance, he cares little whether his advances will be received or not. If rebuffed, he moves on. If his charms are welcomed, then that is icing on his cake, a triumph. The Ladies Man understands that he is offering himself as an exciting alternative to the bland men out there. If his company is not accepted, he automatically shrugs his shoulders because he knows it's *her loss* not his.

This attitude of indifference makes men magnetic because women who are used to being pursued suddenly find themselves working actively to gain the attention of this "difficult man." It excites them.

Nonchalance is but one ingredient to attracting women.

Another tested formula is to create a vast network of casual women friends. Being seen with many casuals invokes curiosity and rivalry in the minds of women who develop an interest in you.

Forging the network takes a bit of exertion. As a fledgling ladies man, you may consider going out of your way to make friendly acquaintances with everyone you meet. Start small in the beginning. Smile or say hello to the hotdog vender or salesgirl where you get your coffee. Greet the woman who delivers your laundry. Entertain that cute little girlscout selling cookies! Be warm with everyone by giving one or two compliments.

Work your way up. When you have established the seed of confidence, begin smiling at those whom you find attractive. Be pleasant to total strangers. In time, the network of casual acquaintances will surprise you. Everyone in town would have become familiar with your friendliness. The next time a beautiful stranger agrees to meet with you, she will be amazed the the tremendous rapport you have with others, and she will seek to discover the secret of your charisma.

### "Get Together" Technique

Subtlety pays off in spades. The aspiring Ladies Man avoids pickup lines because pickup lines *beg* for rejection. How could you not say **no** to, "Gee, your father must have been a thief because he stole the stars and placed it in your eyes. Can we have a date?"

## Appalling!

Approaching a newly-made acquaintance and requesting for a future afternoon of relationship-deepening need not be such a humiliating experience.

When proposing a date, it may even be better not to mention the word "date" because it puts women on the defensive. Women feel pressured by the the request because of the connotations enveloping a "date." Dates imply a certain level of commitment and performance, which she may not be prepared to handle. Hence, one sure-fire way of creating resistance is asking, "Hello, since we know each other a little, why don't we have a date, say next week?" The line is uninspired and speaks of an uncreative mind.

To get that "date", the Ladies Man tactfully approaches the dilemma by suggesting not a connotation-laden "date", but instead, an innocent "get-together."

A suavely uttered line could be, *"Mary Anne, I enjoyed this conversation immensely. Maybe we could get together sometime in the future over a cup of coffee? Would you look forward to that?"*

Simple, effective and non-threatening. The sentence profoundly suggests an innocent meeting between friends with no pressure to comply. Furthermore, there is the embedded command that she would even look forward to it. (More information on embedded commands later.)

The woman receiving the suggestion will feel flattered. You compliment her on the conversation, and imply that you would appreciate a repetition of the experience. Then, you gallantly offer her the power to decide the future "date", should she choose to accept it. In one sentence, you set yourself apart as a confident, sensitive individual. There is no desperation, in it, just warmth.

## The Power of Scarcity

We naturally ascribe greater value to what we find in limited supply. From basic economics, price rises when supply dwindles. The rarest objects command hefty compensation, such as diamonds, Cadillacs and miracle cures to AIDS

The principle of scarcity provides a powerful tool for human relations. Men value women who escape the grasp of normal mortals. The appeal of movie stars and celebrities illustrate the

power of this principle. Julia Roberts enjoys a mystique partly drawing from her scarcity. There is just one Julia Roberts with the special Julia qualities. Julia enjoys many admirers, but can devote her time to only a select few. What precious time she allocates to her close friends increases in value to outsiders because not everyone could so much as even walk up to her and say hello. Julia is scarce and her scarcity enhances her market value.

Men wishing to use the principle of scarcity, and therefore increase their attractiveness, must create the appearance of not always being available.

Too often do they do the opposite. Men readily jump when asked out by a beautiful woman. They stretch phone conversations or dates till the woman yawns in boredom. Essentially, men who *are always there* lose their mystery.

In order to appear scarce, the Ladies Man makes it appear that his calendar is always full. He gives the impression of being busy. Because of his hectic schedule, Ladies Men make it a point to turn down invitations occasionally on the pretext of a more important engagement. The Ladies Man cuts short a date or phone conversation while the going is good to create a sense of anticipation in the woman.

Women treasure such men because they pose a challenge. Whenever a great date is terminated early they wait excitedly for the next one so that they can experience again the emotional exhilaration. Teasing her with your scarcity-- the results can be so delightful!

The psychological need for completion further augments the desire for future encounters. Each time a lovely conversation is cut, the woman yearns to finish the discussion next time to create a sense of completion. You seek to maintain that taut tension, so you cut future conversations as well.

Maintaining the scarcity principle for a certain period is advisable. Once real affection has been attained, the Ladies Man relieves some of the pressure by making himself more available to the chosen one. After about ten to fifteen exploratory encounters, he makes her feel that truly, he is scarce, but for *her*, he makes adjustments. Watch her admiration for him skyrocket!

## Power of Differentiation

In MBA school, competitive advantage comes from product or service differentiation. Set your product apart by a unique feature-set and you readily inspire curiosity and generate brand loyalty. Apple triumphed with its savvy delicious design of laptops.

To invoke the power of differentiation, you as an aspiring romantic, must develop specialties that the common crop of man normally do not possess. You can use these skills as focal points for conversation and to demonstrate to her that you are unique, and therefore superior to the rest. These skills also come in handy when you hit a lull in conversations and must fill in the vacant time with some amusement.

The talents that you develop need not be difficult to master. Anything out of the ordinary would do. Popular favorites among charmers are those that invite participation from women such as:

- ⊗ Tarot card reading
- ⊗ Fortune telling
- ⊗ Palmistry
- ⊗ Psychological analysis
- ⊗ Handwriting analysis
- ⊗ Magic tricks

The secret to the effectiveness of these techniques is that they inspire curiosity. Women, by nature, love discovering about the unknown. Unearthing secrets allure their fancy. Tickle their fantasies by offering uncovering something about themselves through your skillful analytical skills!

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## Principle of the White Knight

As children, women dreamt of being swept away by a Knight in Shining Armor. Unsurprisingly, the desire to be treated like princesses endures till adulthood. The romantic image of a Knight may have been buried over the years; nonetheless, to be held in

knightly arms and handled with absolute care would still be very much welcomed.

Most men feel that modern women disdain courtly behavior and prefer to do things by themselves. The powerful career woman invokes images of independence and cold aloofness. As a result, the old ways of holding open doors or pulling out seats for women have been consigned to the dusty annals of outdated behavior.

But do women really desire to be treated like "one of the boys?"

A recent interview conducted over the net, canvassing 7500 respondents of international backgrounds provide conclusive proof that even the most jaded modern woman would melt in the hands of a gallant man. Gallantry could never be an out-of-date technique because through it, women are made to feel *special*. The female psyche is inherently emotion-based and for the Ladies Man, that is one doorway through which he can win her over.

### **Emotions: The Master Key to Her Main Door**

To appeal to women, touch them on an emotional level. The neuro-circuitry of their minds responds well to emotional stimulation. In contrast, men function on a rational, logical manner. This basic difference readily explains the great rift between men and women. Both genders process experiences in radically different ways. For that reason, misunderstanding ensues rapidly.

Remember the common complaint men have against women? They are too emotional. They cry too easily. They find lots of things funny, which is why they giggle a lot.

Women view men differently. Men are blocks of ice. They have a lifeless heart. They look at life like one large conquest.

To win a woman over entails crossing sides. The man who shuts down his rational self and activates his emotional circuitry will begin thinking like a woman, and more importantly, begin empathizing with her. He will understand why she behaves in such a manner and how to touch upon, and validate her emotions.

That is the theory. Applying it in practice, again, is simplicity itself.

I recommend the would-be Don Juan to drop most of his rational thinking when in the company of women, specially the highly emotional ones. Laugh with them when she giggles. Fawn over the

stray dog that her heart bleeds for. Swallow your pride and weep silently when she cries buckets of tears at a movie.

Everytime the woman shares her feelings, be sure to manifest *understanding* and acknowledgement. You don't have to agree with her; simply demonstrate that you empathize with her emotions. For instance, as she mourns over the death of her hamster, give her hand a reassuring squeeze and a big hug. Most lesser males would unceremoniously toss the hamster in the trash-bin... to the horror of their girlfriends or their wives! *Diablo!* What a brute!

### **The Power of Feelings Talk**

When women gather, they discuss John's love affair, Martha's great birthday party, and Angel's recent coming of age. Their conversations drip heavily with *feelings*.

When men gather, they discuss stock-markets, souped-up Lexus engines and the miracle of microelectronics. If they do discuss something emotional, it usually revolves around a rookie wrestler bashing in the head of the reigning champion.

Men talk facts; women talk emotions. When men talk with women, women get bored to tears. The lack of emotion drains away the rapport.

Instead of discussing facts, talk feelings! Men who can create a conversation laden with feelings set themselves apart as sensitive and exciting. This may be the one conversational skill that can make even the ugliest male shine out in a group of females.

Consider the following conversation between Mark and Jeff

Mark: Hey Jeff, whatcha doing?

Jeff: I'm fixing the boat. Why?

Mark: Dunno. Just curious. Where are you taking it later?

Jeff: Going to Palm springs.

Mark: Gee that's far. How far away is that?

Jeff: About 50 miles. Gotta tank up.

Mark: Oh. That will cost fuel. How many gallons can she hold?

Jeff: 120 gallons tops.... etc etc.

Mark and Jeff's conversation reflect typical male banter. The subject matter tends to be fact-based, and questions are close ended, meaning that one or two words are required to answer them. These conversations allow little room for savvy maneuvering and interpersonal exploration. No wonder males and females don't not always get along.

Now consider Josie and May:

Josie: Hi May, I just passed the boards!

May: Wow! I'm so happy for you! How did you feel about it?

Josie: I'm so relieved. I crammed so much, my stress levels shot through the roof. I can now mellow down with the kids and go out with Jack later.

May: I can imagine. It's like a tight rubber band just eased up huh? I felt that way too when I hurdled my recent GMATs. I could barely think straight. I was so afraid to fail!

From the conversation, both women elaborated on their emotions. May, as supportive friend, validated Josie's feelings of triumph and empathized with her by recalling a similar emotional incident in her life. Each woman experienced tremendous rapport because both were in emotional sync.

A man who desires the same amount of conversational rapport with women sheds his propensity for fact-based questions. Instead he asks questions that are open ended. Open-ended questions typically begin with *what*, *why* or *how* and require entire paragraphs in order to be answered.

Furthermore, the sensitive Ladies Man, crafts his questions that touch base on the woman's emotional circuitry. He wisely asks her how she feels and why she feels that way. To be a Don Juan, the Ladies Man masters the art of emotional questioning and active listening.

When he elicits a response, the Ladies Man then proceeds to validate her emotions by raising a similar emotionally charged incident in his life to demonstrate that he truly understands how she feels. He can also opt to paraphrase her emotionally charged statements.

Wham. Instant rapport and powerful connection!

To take advantage of feeling-based questioning, remember the following standard questions and sprinkle them liberally in conversations. Watch her eyes light up as she sifts through her emotions almost as though she were in a trance.

- ② How do you feel about that?
- ② How does that make you feel?
- ② What brought about your joy (sadness)?
- ② How do you feel now?
- ② I can see you're upset. *Do you want to talk about it?*
- ② I go through that often. Let's talk about how you feel.

These power-packed questions will immediately unleash her dam of emotions. Make sure that you nod appreciatively while listening. Take care not to interrupt. When she reaches the point of emotional purging, proceed to demonstrate understanding by raising a similar incident or describing in analogous terms your take of her story.

Now consider a talk between Don Juan and his Lady:

DJ: Hey, how did you spend your weekend?

L: I went hiking up Mt. Craggy.

DJ: Oh, wow. That made you feel good?

L: (Beaming) Yeah. gave me a rush.

DJ: Ah... I can imagine what you mean. It's really roughing it there. The exertion must have taken your best. Imagine... clambering over those rocks and bracing yourself against those winds. But when you finally get to the top, you see that expanse below you... and your heart soars... with all that blue sky around you like the world is your kingdom! You must find it a liberating experience!

L: Yes yes yes! That's exactly how it felt. So I camped at the peak and waited for sunrise.

DJ: Sunrise? It must have been magnificent! How did that make you feel?

L: (spends ten minutes in breathless description)

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## Principle of Nuclear Power

### Power Enthusiasm

Energy animates all living things for energy is the source of life. From scientific observations, we discover that at every well-spring of energy, animals, vegetation and civilizations flourish.

Moths flock around light-bulbs. Fish swarm towards lamps. Baby chicks huddle around incubation units. Phytoplankton burgeon in sunlight. Man builds camps around camp-fires and hunting grounds.

As we are all naturally aware, energy *attracts*. The lack of energy, on the other hand, repels. The icy wilderness sustains no life, but the energy-rich tropical forests do.

Each human carries within him a power-source of energy. We are walking batteries of life force. Animals and plants likewise are miniature storehouses of energy.

Not everyone carries the same amount of energy. We classify individuals as either high-energy or low-energy.

Experiential observations readily indicate that high-energy people possess a natural attractive radiance. For instance, athletes, dancers and busy executives appear more likeable than lethargic couch potatoes. The overwhelming store of energy in active, happy individuals creates a force which infects and enlivens those around them.

Contrast this with the moody gloomer. People feel down around despondent individuals and prefer to avoid them. You can actually feel a strong drain on your own energy when you mingle with low-energy people. It is like you are sapped of your life-force.

In most cases, attracting women to you becomes much easier when you put on an upbeat personality as you mingle with them. Set aside the sad stories and long faces. Project a burst of energy by smiling sincerely, talking about happy events and moving with

exuberance. Laugh... laugh a lot! Add bounce to your step and quiet force in your gestures. Sprinkle pep into your every interaction.

Spill your energy over into your personality. Reek with *enthusiasm!* Manifest a zest for living. In fact, live on the edge!

Women find themselves naturally affected by emotions. Women are sponges of feelings and their own outlook readily adjust to those with whom they spend time with. If you want them to be happy around you, you simply must be happy and bouncy around them!

Exposed to your high-energy levels, women will associate their resultant emotional high with you. They will consider your company highly because they feel *good* when you are around.

### **Shooting the Messenger**

When someone brings bad tidings, he normally faces the ire of the recipient. The bad news, apparently, becomes identified with the messenger. Regardless of whose fault it is, the messenger suffers the blame.

You don't want to be associated with any bad news that could lead to negative emotions. Hence, avoid carrying bad news to the object of your affections, otherwise she will associate you with bad news. Give her a lot of bad news and she will drop you like a hot potato.

Corollary to this, avoid being around women when they are in a bad mood. It may sound like common sense, but many men start showing up when women are in the blackest of moods, hoping to to pull them out of their doldrums. It rarely works. Women sometimes prefer to be alone in such times. Being there when she feels nasty will just associate you with bad feelings in her mind. She'll think, "He's always around when I'm in a lousy mood. Therefore John= Bad Moods. Therefore, John is worthless. Therefore I must avoid John."

Poor John.

Get out while you can!

In order to exploit the Principle of Nuclear Power:

☺ Manifest an upbeat spirit all the time.

- Ⓜ Crack a lot of jokes. Tell exhilarating stories. Infect her with enthusiasm.
- Ⓜ Avoid dark conversations.
  
- Ⓜ Avoid her when she has her period or when she prefers to grump around.
  
- Ⓜ Never pass on bad tidings. Let your rival do that for you.
  
- Ⓜ Create a sense of youthful urgency in your movements.
  
- Ⓜ Wear animated facial expressions.
  
- Ⓜ Take her on high-energy outings that will arouse her emotions, such as amusement parks, and hiking trip. The higher her level of energy the better. She will associate her highs with you.

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## Principle of Magnetic Attraction

Creating incredible states attraction is the ultimate aim of this book. This section builds upon the previous principles and elucidates formidable methods that will empower you to incite sensual highs in almost any woman. As you read through the following passages, you will become aware of the secret tactics that have given the Ladies Man his real edge over the regular Johns.

Whether you choose to master these techniques or integrate them into your daily arsenal of allurements, you will readily find yourself entering into profound relationships that you never before dreamed possible.

### Creating Magnetic Rapport

We like those who are like ourselves. This is the prime psychological rule of attraction. Contrary to popular belief, opposites do not always attract. In the long run, disastrous relationships result from such partnerships. Consider a pro-lifer dating an abortion supporter. Sparks will fly.

The reason we like those who resemble us is that we find our existence validated. The more someone mirrors us in thought, word and deed, the more we feel that we ourselves are important. It makes us feel special to know that someone agrees with us on matters important to us.

Countless psychological studies proved the veracity of this phenomenon. Best friends normally share the same interests. Boys frequently marry women who remind them of their moms. Women, likewise, marry men who resemble their dads. This type of marriage occurs because sons and mothers, daughters and dads usually share the same values, and hence, look for the same in their partners.

In order to irresistibly attract the woman of your dreams, demonstrate your inherent similarity to her. This is called the technique of Rapport Generation

### First Level Rapport Generation

The first step to rapport creation is to mirror the thinking processes of the woman you seek to impress. You must demonstrate that you share her position, her opinions and her beliefs. The first few exploratory meetings is not the time to disagree and prove your powers of argumentation. In order to attract her, you have to sympathize with *everything* that she shares with you. Later, as the relationship deepens, you can manifest the slight differences that you may have.

### Second Level Rapport

Demonstrating a similarity in thinking and opinions instantly creates a sense of union. The woman feels that you and she share a special bond arising of the intellectual connection you reveal.

You can carry the rapport to the next level by demonstrating similarities in her emotions. Whatever her emotion, recreate the same emotion in yourself. If she's exuberant, you must match her level of excitement and talk as animatedly. If she's feeling down and blue, tone down your own emotions to her level to gain rapport. Speak soothingly and reassuringly to demonstrate understanding of her feelings. Then, as you create the bond, gradually increase the pep. If you had created enough rapport, she will gradually lighten up to match your emotional level.

### Third Level Rapport

The third level packs a powerful punch. To create a tremendous sense of profound rapport requires that you mirror every aspect of her movements, posture and vocal quirks. By mirror, I mean that you are to be her exact reflection.

Using the science of Neurolinguistic Programming (NLP), researches positively concluded that when we create a mirror image of the person we are with, we affect their subconscious with lasting impact. The technique of this 100% mimicry is called Mirroring.

When your mirror another, you wait a few seconds, then you exactly mimic the same posture and movements that the other person makes. In essence, you take the reflection of her position. When she crosses her arms, you cross yours. When she strokes her cheek, you massage yours. As she taps her pen, you clink your key chain.

You mirror as best as you can. Subtle mirroring is of little use. To create an irresistible impression in her subconscious, your mirroring ought to be precise. Thus, ensure that you are seated in the same manner or standing in the same position. If you can, *breathe* with the same rhythm that she uses.

Mirroring also demands that you speak at the same rate she does. Match her tempo, timbre and tone. Infuse your voice with the same inflections that she prefers. Pepper your speech with the words she loves repeating.

Mirroring works so well, because, while the woman does not consciously perceive your copy-cat act, she will notice it on a subliminal level. Her subconscious mind will register the fact that you behave so similarly, thereby causing her to feel an overwhelming sense of psychological ease and connectedness. Remember, we like those who remind us of ourselves.

In normal life, we already practice an unconscious mirroring with those whom we have established a deep level of intimacy with. If you were to observe lovers in intimate conversation, you will witness a startling amount of mirroring. Both partners would be leaning together in the same direction. When one reaches for a glass, the other would reach for hers. Sometimes they laugh at almost the same time; they likewise yawn in unison. If the guy were to fix his bow, the girl would subconsciously adjust her blouse. Sometimes the rapport is so deep, they practically read each

other's minds and blurt out the same thing at the same time!

## The Seductive Gaze

What if you had the power to arouse unsettling feelings with your eyes alone? There exists a secret of arousing with magnetic eyes.

The eyes can project subliminal sensuality. Master seducers understood that by gazing directly into the point between a woman's eyes, a sense of intimacy develops, even between casual acquaintances.

Eye seduction starts with extended gazing that eventually begins roaming across the entire facial region of the woman. Throughout the gaze, the eyes should never leave the woman and be focused upon her eyes and any region of the face.

Don't divert your glance for any reason. Act as though she is the only entity in existence. A crashing plate or passing bombshell cannot distract you. Your eye worship is the ultimate psychological caress. In her mind, she will be tremendously flattered that *nothing* can seem to tear your gaze away.

Drop your eyelids just a bit, as though you were squinting at a painting. This creates the "bedroom eyes" effect and if done right, can be very arousing. Tilt your head downwards 10 degrees and peer at her from an angle.

You can also expand your pupils, thereby transforming your eyes into wondrous beacons of charisma. In order to accomplish this, imagine tubes of sizzling white light connecting your eyeballs to hers. Your pupils will automatically enlarge and simultaneously transmit an alluring brainwave to her mind. Experiment with a friend and you will easily experience how surprisingly effective this is.

## The Seductive Voice

Second to the eyes, the voice is a powerful tool of enticement. With your voice, you can easily channel the mood of a woman into the direction you want.

By merely modifying your vocal tone to reflect the emotion you desire, you gradually recreate that same emotion in the woman you love.

Try this. Banter away in a rapid, upbeat tone. Watch as her voice speeds up and her emotions perk in response to yours. Making someone happy with your voice is easy.

Seducing someone with your voice can be accomplished just as rapidly. The secret is in how you enunciate.

For the moment, say the word "telephone" in a neutral tone. Take note of how it sounds. Say the word "telephone" again, this time angrily, as though the "telephone" roused you from sleep. Be aware of the shift in vocal quality.

Now... this is the secret that will allow you to stir intense feelings of attraction: the whisper.

Whisper the word "telephone" slowly and soooooothingly. Project the word from the *back of your throat* or from the pit of the stomach. The effect is the same. "Telephone" suddenly sounds sexy.

Now repeat it again, this time, literally *breathing* the word and deliberately elongating the vowels. Make your voice low, whispery and sexy.

That's it! Surprised? You've just discovered the power of vocal inflections. When you want to create intimacy, simply lean in close and conduct your conversations in this seductive manner. Count the stars that begin sparkling in her eyes as you talk. Sheer mesmerism!

For those wishing to deepen the tonality and quality of their voices, practice the following exercise:

- ② Open your mouth slightly.
- ② Start humming the word "oooohmmmmm..." repeatedly and smoothly.
- ② While humming, project the sounds directly from the bottom of your belly and feel the reverberation on your middle chest. The absence of reverberation implies that the exercise is not being done right.

- ② Hum for 15 more minutes then proceed talking normally. Delightfully observe how the resonance and sensuality of your voice dramatically improved. Each syllable you issue will vibrate at a low level and attract the person you whisper your alluring phrases to. This is the secret of stage actors to create fullness to their vocal quality.

## The Magic Touch

Women tend to be touchier than men. Observe how women hug each other and hold hands. They possess a psychological need for tactile sensations. Touching satisfies their constant need for reassurance and safety.

In the psychological world, people who like being touched are called kinesthetics. They process more information through touch and not through the other senses of sight and sound.

Kinesthetics constantly touch and hold things in order to feel connected to reality. It is a subconscious need.

Kinesthetics derive security when they can get a grasp of material objects and people. You can automatically tell who is kinesthetic by the amount of touching he or she does, as well as by the choice of words she uses. Words like "fuzzy", "warm", "sensations", "hold", "bring" are their favorites. Observe that some people have an interesting urge to pick up objects and examine them. They betray their kinesthetic tendencies.

A key rule to remember is that most kinesthetics are very easily aroused (not necessarily in a sexual manner) by tactile sensations!

Most women are naturally kinesthetic. They love hugging, holding and fiddling with their hands, arms and bodies. hence, touching can arouse them easily.

Males, on the other hand are highly visual and derive great psychological stimulation through what they see. This fact explains why men are so turned-on by naked women but women are not as easily aroused by naked men.

Women prefer hugging. The bear hug incites a range of emotions from security to deep affection. Nonetheless, while males concentrate on erotic stimulation, women focus on emotional stimulation. Shame on men!

Since women prefer the touch to any other stimulation, it makes sense that men adopt touching as one of their rapport-generating tactics.

With non-sexual touching, the male can give the woman a sense of security and intimacy. Whenever the opportunity arises, the male can lightly brush the woman's sleeve to remove an imaginary speck. He could squeeze her arm or shoulder for reassurance. He may tap her elbow when making a point.

The more kinesthetic touching, the better. Touching easily creates a sense of incredible connection.

A word of warning: common sense dictates that the male first gauge exactly how much touching should take place. Some women may be repulsed by too touchy a fellow. Furthermore, avoid amorous advances by touching erogenous zones. It is not only disrespectful, it can kill rapport.

A quick rundown on kinesthetic tactics:

- ② Touch as often as you can if she welcomes it.
- ② Good upper region touching includes brushing the sleeve, tapping the arms, shoulders and stroking the cheek.
- ② When both are seated, the male can slightly brush his knee against hers.
- ② When both are standing, attempt to lean in a little closer, thereby entering her personal space. This works only between established friends and promotes intimacy.
- ② A reassuring squeeze or hug can work wonders when done at the right time!

### **The Magic of Praise**

Women subsist on a stable diet of reassurance. Whenever they receive a compliment, it's a sensual bullet straight through their psyche. It drives them crazy.

Men must make it a point to avoid criticizing and instead, to sincerely seek out something worth complimenting. Sincere praise

elevates the female mood and her perception of the praising male. Praise works beneficially for both parties!

Praise, done too often, loses its power. Like a medicine taken very often, constant praising becomes boring. Men must bide their time when deciding to launch a praise.

Praise comes in three levels:

### Kudos

Called reflex praise, this is the flavor of flattery that is immediately expected by a woman regardless of the situation.

An instance calling for kudos arises when she just accomplished a tough marketing assignment or she had proudly created a magnificent quiltwork. In these situations, it must be an automatic reflex of the Ladies Man to heap mild recognition on her efforts. A simple, "Good job, Linda... I love it!" will do. Linda will surely beam.

When praise is *not* given in such situations, the impact is detrimental to the male. The woman will feel disappointed in the apparent insensitivity of her lover.

### Occasional Praise

The sensitive lover takes the time to observe for his lady's unique qualities upon which he can heap *genuine* praises upon. A woman would be very flattered receiving praises for something which she is very proud about, but which most people normally overlook.

Seek out the special quality in your woman, then praise it. An effective way to sniff out qualities is to observe what preoccupies her a lot. If your woman spends so much time doing her hair, then she definitely would appreciate a glowing comment on it. Otherwise, it won't be her focal point!

Deliver this kind of praise at least once a day.

### Mega Praise

Sometimes, the regular praise won't do anymore. Dining on a stable diet of mundane praises could tire even a vain a woman. In this case, use mega praise. Mega praise is a knockout breath-taker. It's impact is guaranteed to leave her glowing for

hours on end. Of course, that afterglow will benefit you because she will indubitably associate her state of emotional high with you.

In order to deliver a payload of mega praise, the praiser spends a few minutes in quiet meditation that will lead him to discovering a very special, never before-complimented aspect of his lady.

Through a series of self-imposed question and answering, he probes every facet of her physical, mental, emotional, social and professional life. He seeks out that praiseworthy gem like a bloodhound and shines the strobe lights of praise on it.

Deliver that knockout comment when you discover the praiseworthy nugget. First, approach the lady, address her by name, pause for dramatic effect, then deliver the praise in a soft, seductive and sincere manner. The emotional burst emanating from a well-praised woman could light 100 light bulbs till Christmas day.

Praise of this sort is regulated medicine. Choose the time and place and when launching mega praise will have the most impact.

## **Killer Body Language**

Body language experts teach how to identify emotional states by reading both the posture and gestures of people. While there are thousands of possible posture and gesture combinations, this book concentrates on just two generic categories which is pertinent to the art of magnetic attraction. These are the *open* and *closed* body languages.

### Open Body Language

In order to attract other people, we must project a sense of approachability. The body movements and posture we use betray both our thoughts and emotions. Luckily, we can modify our body language accordingly to create subliminal messages that we are open to exploring new relationships.

Using *open body language* sends out signals of warmth and friendliness. A man or woman adopting this pose appears more likable. In order that you can lower the resistance of the woman you want to attract, see to it that your body language is always opened!

Opened body language is analogical to an unlocked house. The doors, the windows, the porch gates are open. An air of comfort exudes in the unlocked house. People find these houses inviting.

Opened body language, like the unlocked house, is easy to spot. You will readily examine that the arms, the legs, the eyes are all free. An open person uncrosses her arms, uncrosses her legs and looks at you steadily. Instead of retreating, she leans forward, as though inviting you closer. She faces you squarely and not at an angle. Her palms are out in the open, unclenched.

When trying to attract someone, make a mental assessment of your posture and *unlock* any part of you that is tightly fastened. You will emanate more charisma by projecting openness and approachability.

You can also use your body language skill to identify prospects who are open to advance. Approach women who are relaxed and unlocked. Women in an opened posture are not on the defensive. There is a strong possibility that they have an amiable frame of mind and would be amenable to meeting new friends.

### Closed Body Language

Women in closed postures have retreated into a defensive or uncommunicative frame of mind. Observe a person sitting with her arms firmly crossed against her chest, and her legs crossed across the thigh. She leans *away* or *backward* and may refuse to gaze at you steadily. Instead she looks at you from the corner of the eye, and makes darting glances towards her environment. Her closed mind-set is made more apparent with tightly clenched fists or hidden palms. Observe the breathing. It may be short, clipped and shallow.

Avoid these people unless you feel you can open them up. Be forewarned that you will expend a great deal of energy trying to enliven their spirits.

### **The Magic of Names**

The most beautiful sound in the world is a person's name. Whisper a woman's name in a noisy room, even at a distance, and her ears are bound to perk up.

Saying someone's name repeatedly is an emotional stimulant. The sad fact is that many men forget names so easily, or fail to use it often enough.

Create rapport with the woman you love! Liberally sprinkle it in conversations. Whisper it lovingly. Holler it with pride. State it firmly. Every time you mention that magic word, you ring the bells of her heart... and her ego.

### Pet Names

Transcend beyond the acquaintance level. Offer to use her pet name or create one yourself. Close friends share secret names. It doesn't matter if it is ridiculous. When you utter pet names, you invoke a sense of intimacy. Each time you invoke that special handle, you will find yourself deepening the relationship.

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## Principle of Verbal Acrobatics

Words sizzle with power. What we say and how we deliver it can easily influence the behavior and emotions of others. The sections on Seductive Voice and Feeling Talk readily demonstrated how easily you can increase rapport by modifying your vocal tone and selecting your subject matter.

This section hones that basic power further. You will now learn how to arouse emotions, *any emotion* with your words alone.

But for the the time being, let me stop and tell you about a recent holiday that I enjoyed immensely... I just embarked on a magnificent trip to a tropical paradise.... Now.. I can still imagine how **beautiful** the scenery was.... I stood on a rocky crag, feeling the sun bathe my skin with soothing warmth.... I can remember the delicious caress of the sea breeze on my cheek... heavenly! The ocean pounded on the surf below... insistently like a seductive slooow roar.... and in the distance, I watched as seagulls flew high... soaring.... enjoying the tremendous liberation of it all. With me was my girlfriend... and she reached out, hugging me tightly... and a I felt her warmth and the love that she radiated into the very pores of my skin....

As you were reading through that highly descriptive paragraph, I can imagine the numerous vivid images flashing through your head... as well as the sounds of the crashing ocean and feel of my girlfriend's tight hug.

**You witnessed the power of the word.**

In order for you to make sense of the passage, you had to experience for yourself what I wrote. Those were mere ink scribbles on paper, yet they invoked very powerful, very real emotions.

The human mind interprets the stimuli it comes across and processes them through the five senses. When confronted with very descriptive, emotionally-charged words, an amazing thing happens... almost instantly, your feelings go *click!* and it work in tandem with your mind in order to create a three dimensional reality of the two dimensional words your read or hear. Without that process, you *cannot* relate properly to the passage. Our mind processes stories by tapping the five sensual apparatuses of our body.

Paragraphs that vividly describe emotional and sensual sensations (sight/sound/touch) create an alternate reality in the minds of the listener. When you tell a compelling story, she listens, while internalizing and *actually experiencing* what you say.

### Romantic Story Telling

The Ladies Man would like to create favorable emotions in the heart of his lady. He may opt for *fascination, warmth, attraction or love*. Whatever the emotion is, all he need do is create a *story fraught with emotion* and tell it to her in a slow, soothing and spell-binding manner. Remember the ellipses (...)? These are pause points where the story teller heightens the anticipation by compelling the listener to hang on to the succeeding descriptions.

For a demonstration, let's assume, you want to create a state of being in love with your new lady. Accomplishing this task need not be too complex. Simply describe all the desired emotions in the context of a compelling story. She will absorb everything rapidly!

Tip: Story telling can revive a staling romance.

An example:

I can *remember a time when I was so in love with in someone.... I felt so blissful... it was like the most wonderful thing in the world.... I remember how intimate, how warm we felt each time we hugged...it was like the entire world faded away and all you see would be the person right before you. Have you ever felt that way... I mean, can you remember a time when you felt so totally in love with someone that your world was so focused on just him?*

Note the italicized words. These verb phrases are the key to emotional stimulation. The italicized phrases are direct commands which you utter in a special way such that the woman you say it to will feel compelled to act upon it emotionally.

Known in the science of Neurolinguistic Programming (NLP) as *embedded commands*, these verb phrases can create any emotion if properly hidden in the context of a larger sentence.

When we seek to create intense emotions in our listener, we first create a list of the emotions that we want her to experience. We then transform these emotional states into direct verb commands. For example:

- Ⓢ ...Have *an incredible fascination..*
- Ⓢ ...Become *increasingly attracted...*
- Ⓢ ...Get *very excited...*
- Ⓢ ...Remember *having a wonderful time...*
- Ⓢ ...Experience *a liberating sensation...*
- Ⓢ ...Grow *very attached...*
- Ⓢ ...Fall *in love...*
- Ⓢ ...Consider *all avenues and perspectives...*
- Ⓢ ...Imagine the *pounding exhilaration...*

The aforementioned list is by no means exhaustive; nonetheless, five or six emotional states is the appropriate amount for one story. The next step requires a bit of creativity. You now weave the

commands into the story that you create. If you had time to prepare, you could memorize a story before hand and imbed the commands within the story.

There you have it: basic emotional stimulation in a nutshell.

Story telling works so well because it takes the subtle route. The mind of your listener never perceives that you are suggesting that she experiences those emotions, hence, you face no mental resistance!

Imagine if you blurted out those commands directly without the benefit of the story?

Here's a ridiculous example:

Martha, I want you to feel totally fascinated. As we sit here, you find yourself getting interested in what I'm saying. My God, you are getting so interested, that you can barely contain your enthusiasm.

Ludicrous indeed! Martha will reject such overt attempts of manipulation.

### Advanced Neurolinguistic Story Telling

Basic storytelling has you as the star. Re-read the first story. In that example, the story is told from the first-person point of view. It is an effective and non-intrusive method.

A more powerful method is to describe the story from the second person point of view. You will address the other person directly this time, telling *her* that *she* is the one experiencing those emotions.

How do you get away with being subtle this time?

You achieve this easily by utilizing "softener phrases". These words appear innocuous, but they allow you to link the embedded commands immediately after the launching of these phrases. The softener phrase diverts the attention of the listener. It prevents them from directly perceiving the succeeding commands as intended directly from them. Essentially, they create an indirect assault.

The most powerful softening phrases are the following:

🌀 Can you *imagine how...*

② *Imagine what it would be like...*

② *Picture now...*

② *Have you ever...*

② *What is it like when...*

② *As you...*

② *You may find yourself...*

Commit those phrases to memory. Done? Good.

These phrases are then directly linked to the embedded commands to soften their impact. Resultantly, the listener doesn't perceive the phrases as commands. She thinks of them as mere suggestions or statements of fact (compelling ones at that).

Let's get it all together now. Let us assume that you choose to invoke a sense of *fascination*... a favorite of many Don Juans.

You create the story by beginning with the softener phrase, following with the direct command, then proceeding to describe the emotional state. The description grows in power when you choose vivid words.

At the end of the description, make sure that you link the resultant emotions to yourself. You can do this by pointing at yourself or creating self-references throughout the story. It is stealthy, and effective. As you use this tactic, do consider the repercussions of your actions. Use this powerful tool benignly.

Here's the example:

I'm curious... do you mind if ask you.... **Have you ever** been totally fascinated with someone? Like perhaps, as you sat there, gazing at him, and you began to listen intently... maybe you felt that his beautiful voice appeared to embrace you oh so gently.... and then... the rest of the environment faded away.... and your entire world... your focus was just on that face before you... oh so enchanting.... and you drank in the sparkle of his eyes... and maybe, as you listened on and stared into his eyes... your heart began beating... faster.. faster... and you slowly found yourself

getting fascinated with his words... with his face... with his touch....  
So... as you remember all that... could you maybe see yourself  
there with him... just enjoying his company... can you imagine what  
that would feel like?

Notes: The green phrase is the softener phrase. The underlined phrases are the embedded commands. When you enunciate the embedded commands, you first pause before uttering them, then you say them firmly, as though making an imperative. Avoid making pronouncing the commands too obviously, or you will sound ridiculous.

The power of the spoken word. Imagine now, how easily you can use this technique to inspire people. In addition to enhancing romance, story telling can obviously incite rousing pep talks for office subordinates!

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## Principle of Psychic Dominance

The final chapter of this book inspires polemic. Sadly, mind powers have not yet been accepted by many cultures. If you have a disposition unwilling to explore the full potentials of your existence skip this section. Otherwise, read on and discover for yourself how you can magically create rapport with your mind alone. These methods have been field tested over a span of ten years and has lived to the expectations of its practitioners.

The full bulk of these techniques are enshrined in the book *Psychic Seduction*.

Exceed International's third book, *Psychic Seduction* explains the theory behind telepathic influence and assembles a vast array of methods designed to create emotional attraction by radiating surplus ki/chi force with your mind power.

The book *Psychic Seduction* is free to owners of *Magnetic Attraction*. You can download *Psychic Seduction* (PS) with your passcodes at [www.mindcontrolseduction.com](http://www.mindcontrolseduction.com) or [www.geocities.com/psychicseduction](http://www.geocities.com/psychicseduction).

If any of these techniques feel strange, or if it is your first time to experience certain terms, refer back to PS. Everything you would need to know is there.

## The Basics in a Nutshell

Every man is a storehouse of etheric energy known as chi/ki/prana. This energy animates all living beings and supports life. Chi is not spiritual energy. Chi belongs to the physical universe and is made of the same stuff as plasma energy, radiation and heat. In fact, if atoms are the basic building blocks of matter, chi is the basic building block of *energy*. Chi is rarified energy, that when processed, becomes higher level energy such as heat, sound, radio waves and gamma rays.

As previously mentioned, chi sustains life. The human body feeds on chi and circulates it around his system in invisible electrical channels. These channels can be viewed by psychics or with sensitive electronic equipment. A pioneer technology in this field is Kirlian photography.

Accupuncturists manipulate chi flows with needles to heal the body. Aikido experts channel chi energy to defeat opponents. Karate masters *collect chi* to break hollow blocks without breaking their hands.

You will use chi to attract others.

### **The Energy Bubble**

Recall from the Principle of Nuclear Energy that high-energy people are attractive. Bouncy males and females tend to draw others to them. The secret is their excess energy. Bouyant people radiate chi. Like a light bulb attracting moths, chi-emanators draw others to them.

When people gather *excess chi* into their bodies using their willpower, they strengthen the hidden aura that permeates their physical form. A man's aura is a globe of pure energy that he carries wherever he goes. The aura serves as a defense shield against negative energies and it also circulates more chi throughout the physical form.

Two thousand years ago, Chinese esoterics realized that by closing their eyes, breathing in a certain rhythm, and visualizing a waterfall of light cascading across their bodies, they automatically absorb a lot of chi. Recent developments reveal that those with surplus chi radiate ethereal force that puts those in the immediate vicinity in a good mood and makes the radiator appear exceedingly attractive.

Sounds great! Let's absorb some chi.

Stand straight, close your eyes. Relax your eyes, calm your nerves. Now breathe. Deeply.

Exhale...

That's it. Feel relaxed? Good.

Now we shall begin chi breathing. Chi breathing is done in a special rhythm. You don't have to know why it works. Just understand that centuries of yoga and chinese tai chi practice have proven the power of chi breathing.

Inhale slowly into the bottom of your stomach. You are to count up to six as you do so. Stop and hold your breath for three counts. Now exhale... as you count up to six again. Now your stomach is empty. Hold that empty feeling for three counts again. Inhale for six counts. Hold breath for three. Exhale for six. Hold breath for three. That's the secret.

Repeat the cycle fifty times. By the fiftieth breath, you will find your body vibrating tremendously. Even absolute beginners experience this. This is the sign of massive chi collection. Your aura is bulging at all corners.

With your eyes closed, imagine and feel the presence of a glowing ball of gold around you. See that ball whirl and get denser around your body. You are activating your aura.

Now command your aura. Tell it that it shall attract others to you. Will your aura to reach out to everyone within its range and attract them. Instruct your aura to recharge itself for at least eight hours.

Open your eyes.

Notice a change? You would feel lighter, bubblier. Maybe you can feel a radiance. That is the radiance which will subliminally influence those whom you meet throughout the day.

The bubble described is a simplified version of the advanced Aura Meld contained in Psychic Seduction.

The aura you have energized will remain with you for up to eight hours. Eventually the energy dissipates and you will find your emotional high draining away.

Recharge your batteries anytime. The energy is free!

## Subconscious Overdrive

Man possesses three levels of consciousness. There is the subconscious, the conscious and the superconscious.

Our normal cognitive facilities draw upon the power of the conscious mind. This mental level handles rational thought such as doing math, deciding what to wear and choosing a business to embark on.

For our Magnetic Attraction course what we are interested in, is the subconscious. The subconscious handles all mental, physical and emotional functions that our conscious mind has no control over. This low-level mind directs the beating of the heart, the pumping of the lungs, the creation of memories, and the absorption of wisdom.

The subconscious also serves as the bridge between the conscious and the superconscious. The superconscious mind is our higher intellect which governs the various paranormal powers such as telepathy and energy projection.

If we can properly harness the subconscious, we can subvert and command the superconscious.

Psychological research proves that the subconscious mind is inherently dumb and responds to external and internal stimuli like a robot. Commands or suggestions that reach the subconscious are eventually acted upon and passed on to the conscious mind for processing. Eventually, the commands transform into reality.

Recall that as we watch television, thousands of commercials parade across the screen. We rarely pay attention and stare blankly. Our conscious mind drifts somewhere else in reverie, maybe recalling the day's events.

While the conscious mind flies off into space, take note: *the subconscious is fully aware of everything that goes on around you. It absorbs all stimuli and files it away in memory for future use.*

Later you will go out to a mall and mutter, "Hey! Powerscrub soap! I think that's a good brand!" The amazing thing is, you never *consciously* remember watching the Powerscrub commercial.

Your subconscious, on the other hand, did.

The subconscious is *always* aware. More startlingly, the subconscious acts upon commands and instructions directed towards it. Recall the subliminal advertising scare in 1956. Messages were flashed to "Buy Coke" on a movie screen using a frequency the eye failed to catch, but which the subconscious easily perceived.

People reported getting thirsty and buying coke!

A breakthrough technique I will now impart shall allow you to command that powerful subconscious mind of yours to carry out paranormal errands.

### The Mind Flash Technique

To harness the power of the subconscious mind, you must first learn to call its attention. Right now, think of a very unique name. This name will be used to address your subconscious. Make sure *no one else has this name*. It is unique.

Now, condition your subconscious to respond to that name. This is the process of Calibration. Calibrate by directly addressing your *inner self*, saying three times, "Subconscious mind, I hereby call you *Larus!* You will respond to that name!" It helps if you address yourself strongly.

That is all there is to create the necessary psychic bond to your low-level subconscious. Now you can order it around.

Let's try something easy. Shift your memory back 50 years ago, back to the day you met your first crush. I bet you forgot who she is. Now address your subconscious in explicit terms, "Larus, tell me now, who is that pretty girl 50 years ago in that nice red dress?"

Repeat the command three times then stop thinking about Larus and the girl in the red dress. Let Larus rifle through his store of memory files. Don't keep badgering Larus with more demands; let him work on your request.

Suddenly, it would come to you. In five minutes, or five yours. The name will pop into your head. Larus has done your bidding!

You'll be surprised at how effective this is to locate missing keys, remember lost names and recall Mike's birthday.

Here's another application. Get three cups and put a coin underneath one. Rapidly shuffle the cups around so your eye can

no longer keep track of where the coin is hidden. Larus will remember.

Stop. Now, ask of Larus, "Larus, where is that coin? Is it under cup A? Is it with cup B. Or is it hidden with C?" Repeat it three times. Now walk away. The answer may suddenly pop into your mind or you will feel an attraction towards a certain cup.

Powerful Larus!

Let's use Larus to make you more powerful with the opposite sex.

Each time you go out, tell Larus, "Larus, I want everyone to find me attractive and sexy." Say this three times, fully visualizing Larus attracting others to you. Expect that Larus will do it, then forget all about Larus and proceed with your business.

Observe how people treat you. Larus is at work. Hmmm... didn't that cute blonde just peek at you? Wow!

You can even demand that Larus send people telepathic thoughts. As you're walking behind a pretty executive, tell Larus, "Hey Larus, make her turn around and face me."

Keep your jaw shut and please reign in your surprise when she does turn around.

How long does it take to create a powerful Larus? It is not overnight. You must hone Larus's response rate by consistently practicing your sessions with him till his reaction is instantaneous. For beginners, start by doing the cups experiment at least a week.

Advance yourself then you may explore transferring thoughts to attractive executives.

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## Epilogue

Congratulations! You have discovered the secrets of Magnetic Attraction. As you may be aware, the knowledge that you have gained is useless unless put to practice.

Reading through this book allows you to experience the unlimited potential Magnetic Attraction offers for your supreme benefit. All that is left now is for you to put the lessons to practice. Whether you hone your magnetic attraction skills or deploy these techniques

in your day to day life, it is my fervent desire to see measurable levels of success. Feel free to send me feedback on your progress. I look forward to hearing from you.

Sincerely,

Joseph Riñoza Plazo

[www.exceed-international.com](http://www.exceed-international.com)

## ***Certificate of Mastery***

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# ***The Science of Magnetic Attraction***

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**by Joseph R. Plazo**

**Exceed International**