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April 16, 2006

I Only Give Out My Number Because...

I've been getting emails from guys all over the world, DYING to find out when my book is going to be released.

I've been working on this book day and night for MONTHS and I'm getting pretty close to finishing it up.

But in the meantime, check this out:

<http://www.1shoppingcart.com/app/adtrack.asp?AdID=180836>

Keep reading these newsletters to find out all the details...

Success Story

Brent,

I can see greatness on the horizon. You have now given me enough tools to find what I need. I'll keep learning, but I have hit some kind of gate, and gone through.

I broke up with Sally, and like you said there is a dynamic shift. Megan asked me to marry her (no!), I had s#% with Tiffany; parked and naked LITERALLY 5-7 minutes after and 200 yards from where she dropped off her "boyfriend"!

The next night at The Grill, where I met the girl I had picked up in a few minutes and had s#% with when you were here, I walk into a bathroom after a girl and started kissing her, kicking her out so she could go back to her husband. I left the bathroom myself and sat down with two 18 year olds and my friend and I brought them home to my place... In the morning I returned the call of the Hot, Hot, Hot freckled brunette stripper that watched me kissing two girls while she was on stage.

F*#! This sounds like I'm a player! What the hell is happening to me???

Since my breakup, girls see something more compelling in the techniques that you taught me. I am the same me, but they are reacting to me differently. I don't understand it, but I must have changed. Your lessons evolve as my ability to understand them does.

Thanks Brent!

Your friend,
JP, Boston

My Comment:

JP, I'm sorry you had such a slow week. Maybe next week will be better!

Question:

Hey Brent,

I've got a question about giving a woman your number instead of getting hers. It seems like there are a lot of guys who give a woman their "card" and then women usually just toss them. When you give a woman your number, is it best to give them your card? Or do you write your number down for them on a piece of paper or do you program it in their cell? Thanks man

SD, Vermont

My Answer:

Giving them a card is about as effective as asking them for their number and leaving them a message; both have a very low rate of return. Plus, when a guy does this, it seems as if he's trying to impress them with his occupation; which is a crutch and is an obvious indicator of having no power. As you stated, a lot of guys do this. Don't be like 'a lot of guys'.

Do something to differentiate your self.

The only way that they should ever acquire your number is by having it entered into their phone, preferably by them! It seems more permanent this way, as opposed to a piece of paper; which is easily lost. Writing it down should only be done as a last resort (If they don't have a phone with them) and they should do the writing.

Field Report:

Brent,

I met this foreign girl really briefly who I gave my number to

that was supposed to call me later the same night but never called. Anyway.... she just called, and it was my first call back from a girl that I gave my number to, she's 21 and HOT!

Man... it feels great, I've done the number thing to about 3 girls without them calling back, but this time I told her that she should give me a call later that night or sometime next week, so I showed a little bit of interest like you recommended, and it worked! I didn't keep the conversation going very long and directed it toward meeting at my place "to get to know each other better." I told her the times when I was busy and she wanted to meet around 8:00 PM on Thursday, so I told her that was fine. I'll let you know what happens!

Thanks,

MN, Minnesota

Tip:

Giving out your number might be tough at first because you really don't believe in it

Don't worry if the calls don't come pouring in at first; be patient, do it consistently and it'll end up paying off. The payoff is worth anything you have to go through. You're going to be very attached to seeing the girl again... like she's the last one you'll ever meet... and you know better but, that's how strong your inner voice is.

The more you give your number out, the more comfortable you'll be.

Soon, women will start calling you and your life will never be the same again. With each call you'll become more confident, each one giving you the resolve to give out more numbers and you'll start to become super smooth;

like you're not even thinking about it.

Your internal frame will be "I only give out my number because this is the way the world works"... so women will question you less and less until there will be NO question.... it will become the way it is for you. It will be a great lesson for many other things that you want to change about your life as well.

I know you think that when you have the number you have

the power, but you don't.

Even women sometimes think you do as well; but they're only loaning it to you. They know that as soon as you pick up the phone you'll be returning it to them. Getting a woman to give you her phone number or e-mail address is NOT an accomplishment and does not make you cool or successful.

It makes you like 'most guys' and 'most guys' are unsuccessful with women. I know this is hard swallow, but the truth is often painful and reversing your social programming is not going to be a walk in the park, so to speak.

I know what you're thinking:

Brent, you are out of your mind!

I can't even get numbers at this point so giving mine out just sounds ridiculous and way too advanced!

This technique seems backwards

Why would I give them the control?

What if she doesn't call? I'll be waiting and feel helpless

These are just excuses you make for not trying. You've got to give this up and stop being attached to the outcome.

Consider this:

Women will give you their number to be nice or to get rid of you, so you really don't know if they're interested

Women have a love/hate relationship with attention and having a lot (even if it's not from the right guy) is better than having none

Women will give you the wrong number. Has this ever happened to you?

Women won't always return your emails, text messages or phone calls and your failure has now been recorded for all to hear or see; there's actually evidence of it.

Whether you leave messages or reach them in person, you'll only connect with a small percentage; and that's if you're great.

Getting their number and calling them first, sets a precedent for

how things will be if you start dating. Because you have set yourself up as the pursuer instead of the pursued, things will then be expected of you

Even if you become great at getting numbers and making dates, it'll become a full time job (you'll be doing way too much work)

Let's be clear, you are NOT in control. Getting a number means nothing. (I'm getting nauseas writing this)

When she calls YOU first, she's no longer a prospect, she's a sale.

Women only call men they're interested in.

You already did the selling by giving her your number instead of taking hers. The only thing you now need to do, to service your new client, is answer the phone and schedule her appointment with you.

No maintenance is needed.

That's what happens when you make the product out of high quality parts in the first place. You don't have to be as funny, as clever, as interesting or as attentive. You don't have to be as ANYTHING!"

Having phone numbers doesn't make you powerful, it drains your power and sets you up for failure!"

What's the secret to giving out your number?
Stay tuned.....

A Special note

My Book

I've received tens of thousands of e-mails regarding the upcoming release of my book. It's coming soon and I guarantee that it will change your social life forever! Only a limited amount will be available for download and will be available to my subscribers and those of my joint venture partners ONLY!

My Coaching

As you know I've been turning a lot of you down for coaching and it's only going to get worse. I'll be cutting back even further on the 1-on-1, prices will be doubling (so get it while

you can):

<http://www.1shoppingcart.com/app/adtrack.asp?AdID=180836>

and I'm moving to the multiple-person model. I'll only be accepting a limited number of clients for my new Boot Camps and exclusive Tele-Seminars in 2006 that will begin in January.

A Personal Note

If every man on the planet stopped getting phone numbers, it would turn the world of dating upside down overnight! Be part of the solution, not the problem. Forward this newsletter to your friends and let's take back the power!

That's it for now. Good luck out there!

Brent

April 22, 2006

Telling is actually asking

This is another example of the opposite being true. When women make statements about what they're not going to do, they're actually asking you for permission to do it, seeing if you care and testing you. They're actually asking you to be indifferent. Don't be put off by this. This is a pivotal time in the interaction. She's at a fork in the road and has to decide which direction to go.

Women rarely mean what they say.

Example:

Her statement: We're not having &^% tonight.

Translation: We're having &^% tonight as long as you don't act negatively about what I just said.

When a woman utters the above statement, you are almost 100% guaranteed to have &^%, unless you argue with her about her statement. She just needs to say it out loud in order to rationalize the opposite behavior that she wants to display. It's her disclaimer.

She is looking to place the blame (for her decision) on you. It's the only way she can live with herself. Take the blame and all of the responsibility off her shoulders. She's waiting for you to say the right thing because she wants to feel good about her decision.

Ever had the experience of doing great with her one minute and then end up leaving without her?

You're thinking:

What just happened? She was really into me. I guess I'm just not a closer.

She's waiting for you to say the right thing; and you didn't.

You need to take the competitiveness out of it and remove the adversarial component from the interaction.

Don't argue with them, agree with them; tell them you don't care.

Example 1

Her statement: We're not having &^% tonight

Your possible responses:

You: Who said anything about &^%?

You: You better believe we're not

You: What makes you think you could talk me into having &^% with you?

You: Wow that takes a lot of pressure off. What should we do now?

You: I don't remember asking you to

You: You're an adult, do what you want

You: I don't have &^% until I get to know a girl better

You: I never thought we were

Being confrontational will get you nowhere.

Act as if it doesn't matter and that you are just having fun and you're not worried about what happens later. Let her know that it's ok to do anything she wants and that she won't be judged for it. Remember, she doesn't want to feel like she's bad for showing interest.

Here's how she might rationalize it (after it happens):

He was just so funny

He talked me into it

He kept buying me drinks

He just said all the right things

I told him that we weren't having &^%; I objected. I'm not responsible for what happened after that.

He was indifferent and that made me want him

He rejected me and NO ONE rejects me; what's wrong with me?

He didn't care so I guess there was nothing to prove

No where in that conversation did she say, I just wanted him.

Once they feel comfortable and you've removed all of their objections and all of the roadblocks society has out in front of them they won't be able to come up with any other reason to say no.

Success Story

Dude, the other night was f&%!ing AMAZING, Brent!

I was meeting some friends at this club downtown Minneapolis a couple nights ago, but I got there late so I ended up having to wait in line by myself for like 2 hours. I've never had so much fun just waiting in line.

Here's what happend:

I was waiting in line, and just started talking to everyone around me (not just girls). The first group of girls that I saw I opened with 'Hey do you guys have any chapstick?' because my lips

were really dry. After about a half hour I swear I had at least 10 girls surrounding me and trying to get my attention. It was amazing, because it didn't even feel like I was doing anything at all.

They would be tapping me on the shoulders, some grabbing my #%^, etc. They were seriously lining up to talk to me. I would be talking to one group of girls, and all of a sudden there would be another girl standing behind them and staring at me, waiting for me to say something to her.

Some would approach me with stupid questions like 'do you know what time it is?' or they would ask about my necklace or whatever. One girl even came up and asked me if I was a celebrity! I wasn't really expecting that but I went along with it and told her that I was disappointed that she didn't know who I was and she apologized for not recognizing me!

It was definitely an eye-opener to what's possible. Thanks again Brent!

NM, Minnesota

Testimonial

Spend time with Brent;do whatever it takes!

My session with Brent in Miami was off the hook, but the results since returning have surprised me even more, and I barely have time to go out. Women do things for me that they never used to do. Buy me drinks, kiss me when I least expect it, agree to spend time with me on my terms, invite me to spend time with them in foreign cities like Paris for free, and even ask me to spank them in front of their friends - in the middle of a crowded restaurant!

And to think that I've only been out four times since returning from Miami over a month ago... I can only imagine what the future holds!

PS, Santa Barbara, CA

Coaching (1-on-1)

If you want to live this life right now you can start by signing up for my coaching program. Whether you start on the phone or in person, start now!

Click on the link below right now for more information and to sign up for 1-on-1 coaching packages.

(clicking on this link does not obligate you in any way)

<http://www.absolutepowerdating.com/coaching.html>

That's it for now. Good luck out there!

Brent

April 30, 2006

Indifference (the difference that makes the difference)

1: unbiased impartial unconcern

2: apathy demonstrated by an absence of emotional reactions [syn: emotionlessness, impassivity, impassiveness, phlegm, stolidity, unemotionality]

3: the trait of lacking enthusiasm for or interest in things generally [syn: apathy, spiritlessness]

4: the trait of remaining calm and seeming not to care; a casual lack of concern [syn: nonchalance, unconcern]

Indifference is the strongest force in the universe. It makes everything it touches meaningless. Love and hate don't stand a chance against it. - Joan Vinge

This is my favorite subject!!

I've always said that if men would master this one thing, they would no longer have ANY problems with women. It would change the entire world of dating overnight.

This is one of the most important techniques in creating attraction. When used properly, it drives women crazy.

It's the,

"I don't really care"

or

"I'm not attached to the outcome"

frame of mind that they're be attracted to. You seem like you don't have a care in the world.

Being a little indifferent is actually healthy for you. You avoid most of the peaks of life and the unproductive emotions that usually sidetrack you. In fact, you'll be able to turn your emotions on and off like a light switch; living a pretty smooth, drama free life.

Indifference causes a woman to feel comfortable with you. It's the push-pull thing. You're not pushing and this is pulling her in, and she's becoming emotional.

Use the word 'Maybe' and the phrase "we'll talk about" when speaking to them.

Example:

Maybe we'll get together

Maybe we'll have drinks

Maybe you can meet us later

There's enough yes in maybe for you to seem indifferent, yet interested; and enough No to appear as a challenge- just out of her reach.

Using "we'll talk about" is also effective. Again, this is non-committal yet alluring.

Example:

"Give me a call and we'll talk about getting together sometime"

Never agree to anything. You're telling her that the two of you will discuss the next step, if there is one. You haven't made a final decision or been convinced yet. It's just another way of conveying your power.

Be careful with indifference though. You can become so good at it that women won't think

they have a chance with you. Basically, you'll be back in the same place you started.

Question

Brent,

This girl emails me asking me to spend a day with her in SF. I live one-and-a-half hours away, and while it would be nice to sleep with her, I don't care whether it happens or not.

I am not attached to the outcome of this. I feel awkward to drive that far just to hang out with a girl. I have a very good male friend who attends college in SF, and we have only hung out twice in the last 10 months since he moved to the city. I would feel more comfortable with the idea of seeing this hot blonde girl if I was going there to visit my male friend earlier in the day, because by doing that, I would not feel like I did something desperate. Plus I genuinely want to visit my male friend as he is really fun to talk and hang out with. I do not want to go out to bars/clubs/restaurants/anywhere with her. I am done with dating. I want to use your idea of telling her I've had a long week, and I feel like having a glass of wine to unwind and chat.

What do you think? Am I going about this the right way, or am I missing something here?

Thanks for your time,

PP, San Francisco

Answer

You really have two choices when it comes to your blonde friend:

1) Tell her that you're going to be up her way anyhow and after meeting with your other friend you would be up for a very relaxed evening at her place. If she declines, say "Ok, that's cool, give me a call in the future and

we'll try again".

or

2) Tell her that you'd love to visit but you're just slammed right now and would she be up for coming to you, where the two of you will kick back, drink some wine and maybe order some food. If she declines, tell her to give you a call in a few weeks and you'll talk about scheduling something else.

Success Story

What's up Brent?

I've listened to your interview with David, and saw you also in his video. I had to take some time to write to you to let you know that your "material" really made a change, not only in dating but also in my life in general. From all the interview your are probably the one I can most "identify my style to" . I always been a Classy guy and you've helped me figure out how to use that to my advantage and how to keep my power etc.. I had to personally thank you for it, thats the least I could do. Like they say in the matrix..." Free your mind" and I'd never believe my own sucess before. I also was curious about some of the Incredible story you never wanna explain with david lol, because now I believe EVERYTHING is possible.

J.N. From Montreal

Coaching (1-on-1)

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<http://www.absolutePowerDating.com/coaching.html>

That's it for now. Good luck out there!

Brent

May 10, 2006

You're such a player

Success Story

Brent,

I had such a kick a\$\$ weekend.

I took a botched situation Saturday night (found myself stranded somewhere-however in a target rich environment), and COMPLETELY TURNED THINGS AROUND INTO EXACTLY WHAT I WANTED WITH THE BEST DEMONSTRATION OF TIME MANAGEMENT! BRENT, YOU WOULD HAVE BEEN PROUD!!! I started running the tables man...I hooked up with a really cool chick too! DUDE, this chick was like a writer for Forbes Magazine. She was all over me!!! At one point I had the attraction so high we were outside in the middle of a bunch of people and she starts kissing me. Not normal behavior for this type. It was to the point where I was getting uncomfortable. I mean we are in a nice place with nice people. I don't want to just sit there and make out...lol! But, she didn't want to stop...(Okay?) And, at one point she says, 'Shut up and just kiss me...!!! (Okay again???) LOL

Man it's getting so natural and fluid, I love it!

D.M. , Houston

My Comment

Dude, I'm like happy to inform you that like you've just scratched the surface and like there's a lot more to come!

Question

Hey Brent,

I'm really starting to get this stuff, but now I'm facing new problem. I'm afraid women will now see me as a player. Is there anything wrong with this?

How do you deal with it?

My Answer

Logic, my friend.

Her: You're such a player.

You: And your point would be?

Her: Well, I want a man to pay attention to me, only. Why are you that way?

You: Would you agree that it's hard to find somebody to click with?

Her: Yes

You: Would you also agree that you have to date a few different people to increase the chances of meeting someone great?

Her: Yes

You: So, are you saying that I should sit on my couch, watching T.V. every night, while waiting for the right woman to walk through my living room?

Her: No

You: Exactly. Any more questions?

Interview excerpt

Joanna Krupa, 24-year old Polish model from the February 2006 issue of Stuff Magazine. Go buy this magazine to read the full article.

Stuff: Would you ever go out with a guy who had a beer gut?

JK: If he had a good personality and there was some kind of attraction, then why not? Actually, there was one guy I went out with a few times, and

he had a little bit of a gut. A guy I date doesn't have to have a six-pack, that's for sure. There has to be personality-something has to click. I'll meet these guys who are just drop-dead gorgeous, but they have absolutely no brains or are really stiff or not talkative or have crappy personalities.

Stuff: What kind of personality do you like?

JK: Somebody who makes me laugh and jokes around; is outgoing and has fun anywhere; and can go into a place where he doesn't know anybody, start a conversation and be funny and outgoing.

Stuff: What's the craziest place you've done it?

JK: A lifeguard booth in Cabo! It was at night, and I was the one who insisted on it. My boyfriend was like, 'What are you, crazy?!' and I was like, 'NO, come on, let's go!'

Stuff: Are you always the Instigator?

JK: That time I was. Usually I'm not, but he definitely brought out that side of me!

Stuff: I'm sure our readers would love to know how to bring out that side of you more often.

JK: It's hard to day. There has to be something about the guy. It's has to be that kind of attraction that makes you eager to be with that person and want to do it-a special attraction that makes you want to take charge.

Field Report

Hey buddy,

This whole thing really amazes me. Some of the guys I met at the seminar are writing to me about how they're all motivated and are going out and

trying to do 20 sets a night and how they *think* they're getting better because they finally got a couple of hot girl's numbers.

This is how it is for me:

Last night is the first night I've gone out since I got back, and all I was doing was meeting a friend from school to catch up at a coffee shop. As we go to sit down, I notice two hot girls sitting at the table next to us. They are both looking at me. Without hesitation, I said 'Hey, what's up'? Then I turn away, ignore them and start talking to my friend. I could tell the girls were looking at me and wanted to talk more, but I was with my friend, he needed to talk, and I was committed to just listening and helping him out.

About ten minutes later, I notice that there's this really hot girl looking at me that I knew from somewhere but never did anything with, so I just point and motion for her to come over. I look away and continue talking to my friend. Three seconds later she's at the table leaning into give me a hug. I turn and our lips meet and we start making out. She just looked at me in disbelief and said 'wow!' We chat for a bit and I tell her that I have to get back to my friend. Then she asks what I'm doing later and if she can get my number. I go back to talking to my friend for another five minutes and decide I have to get back home to finish some work for tomorrow. As we're leaving, one of those two girls I told you about in the beginning says 'Hey! Don't I know you?' We chatted for less than a minute then I told them that I had to go. Her cell phone was on the table so I just picked it up, put my number in and told her to give me a call later in the week and I might have time to get together. I was only out for about 20 minutes, just to talk with my friend, and these are the types of things that happen. Less work...more return.

The reason why these things are happening is because of the things I've learned from you.

Thank You, Thank You, Thank You!

BD, Denver

Testimonial

Working with Brent was awesome. I was at a point where I had been studying a bunch of other stuff, struggling to understand it and had so many unanswered questions. Compared to some of the other material in this industry, I consider Brent to be like an evolutionary step ahead of everyone else. Training with him confirmed that this guy knows his stuff. I mean, he was creating attraction with a super hot bartender just by saying the most mundane stuff, not hitting on her at all; I could actually SEE her becoming attracted. She kept trying to find us later in the night, coming up to our table saying she's been looking all over for us. He was like, 'See?' And the SAME thing kept happening throughout the night, with other hot girls. What the heck is he doing that magnetically attracts women over to him? Good thing I came prepared with a bunch of questions to ask. I must've asked him 4000 questions. The guy was so generous, answering every question I had, he started to lose his voice at the end of the night! I came out with an entirely new perception of attraction, and of women. His material on power deserves a Nobel Prize in my opinion!

I think his approach and style is great. He comes across very warm and powerful at the same time, a pretty unique combination. I really can't thank him enough; it was totally worth the investment because every new day I feel better than the last. I've been practicing what he told me to do, and I feel more confident, more powerful, and women are responding. Women are noticing me more, I see them looking at me differently; they're more flirtatious. Today a mom was trying to hook me up with her daughter right in front of her, and I'm not doing anything! Well I suppose I am, but it just feels more effortless. I'm noticing that I don't have the confusion I had anymore, I'm catching myself saying things to girls I wouldn't normally say, I finally feel like I'm really starting to 'get it.' Now it's just a matter of integrating this into my life and keep practicing

and growing.

Thank you Brent, you're a genius!!!

S. F. , Los Angeles

Coaching

Some of you newer guys are asking me if my coaching will work for you. The answer is yes. You'll have fewer bad habits to unlearn, will move faster and you'll be building your social life, correctly, from the very beginning.

I've also had guys telling me that my method sounds too good to be true. It can't be as simple as I say it is. Well, I have news for you...it is! Keeping it complicated is how you deny that it's simple. That way, when you have a little success, you feel like you've accomplished more.

Select dates are available for coaching in 2006. For more information please click on the link below:

<http://www.1shoppingcart.com/app/adtrack.asp?AdID=202078>

Boot Camp

I'm now taking reservations for March. Please inquire for availability.

Meet me - Free! View my Myspace page for details in a major city near you.

That's it for now. Good luck out there!

Brent

May 17, 2006

When a woman calls you

Success Story

Thanks for everything Brent,

you've steered me back in the right direction. I was relying too much on these crutches and routines, and doing all this hard boring work. And quite frankly I wasn't enjoying the process. But now I'm focusing more on having fun because after all I'm already successful with women, right?

Anyway things are beginning to just happen, women are beginning to land in my lap so to speak. When I was out there in the field with you, it became obvious to me what everyone else says, you make it look effortless. I believe its probably because you are obviously having fun, appreciating people instead of an outcome, and also you are just being lazy trying to do as little as possible. lol. I remember at a certain point we were surrounded by women, and then this woman just came to "take you for a walk." I couldn't believe it. We had just walked in and you were getting approached. I logically believed it but my mind was still saying "ok he knows her."

I've recently been using affirmations like you advise, and they are great. I've also started to be successful with women instead of becoming successful with women. I wrote down how a normal day is as I am already successful. I read this once a day and ask myself questions like how I would behave if it was already happening etc. It has had tremendous results with much less effort (thank god). I know this is a long email but wanted to tell you how much you've influenced my path and internally made me realize that reality is all B.S. and therefore you make of it what you want.

Thanx Brent, you are making a difference man! take care!!!

FY, Minnesota

What to say when women start calling you

Here's how it could go:

You: Hello

Her: Hey, Jim it's Kelly from the other night

You: Hey, what's up?

Her: Nothin, Just hangin out

You: Cool, so what's happening?

Her: Just got home, blah, blah, blah

You: Great, so what's goin on?

What you want to do here is keep throwing it back in her court by asking her the same question, in a different form, over and over.

Do not ask her out.

The idea here is to have a conversation about nothing. She'll soon tire of this and say something like,

Her: Sooooooooo do you want to get together???

Then you put the ball back in her court by saying,

You: Sounds good, What do you have in mind?

Do as little work as possible. You never know, she might have a great idea such as cooking you dinner or coming over for drinks. Don't worry if she says,

Her: "Let's go out for dinner".

You don't have to agree with her. Just say,

You: "Would you mind doing something low key?

I've been out a lot recently and I'm exhausted."

Her: "Like what?"

You: "I was thinking we could stay in, drink some wine and maybe we'll order in some food."

This is where she either agrees or disagrees. You have to be cool with either decision. If she disagrees with your plan just say,

You: "Okay, cool. Give me a call in a couple of weeks and maybe I'll be rested and up for meeting you for a drink or something."

This let's her know that there's a consequence for not agreeing, shows that you have no fear of loss and will also create a sense of urgency around you. These are all things that build attraction.

What if she doesn't say, "Sooooooooo do you want to get together?"

If the conversation is going nowhere and you're getting impatient you can say,

You: "So, I suppose you want to get together?"

To which she'll reply,

Her: "yes, that would be great."

You: Cool, what do you have in mind?"

Her: I don't know.

You: "Would you be okay with doing something low key like having some wine at my place and ordering in some food? We can always go out from here."

If you really want to be powerful

If she never says it and the conversation starts winding down, just go with it. If she

says,

Her: "Well, it was nice talking to you...talk to you later"

you say,

You: "Okay bye".

She might also end the previous sentence with,

Her: "Call me sometime if you want to get together"

To which you reply, You: "Oh, you want to get together?"

Then just continue with the ideas above.

Testimonial

Let me tell you, last night one of my female friends asked me to be her bed buddy. Tonight another one of my female friends told me she would marry me in a heartbeat...and I don't even sleep with this woman! But I know I could have her if I chose to.

All this is possible because of Brent's coaching.

I know where you're coming from. Although I knew I needed help, I was reluctant to take the plunge. I spent hours researching the different coaches and methods out there, but something about Brent's message resonated with me. I finally went for it. I'm so glad I did. My life has changed and is continuing to change. What you'll learn from him is not an approach to women but an approach to life. An attitude, a way of living and being that naturally draws women in.

I wish you the best. Just know that if you sign up with Brent, be prepared to be blown away! Your reality will be altered in ways you never imagined!

RC, Texas

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That's it for now. Good luck out there!

Brent

June 1, 2006

Stop Asking Women Out!

Responding to the "Most Guys" speech

When you're giving out your number, not asking women out and doing everything else backwards, you'll sometimes get what I call the "Most Guys" speech:

She might try to mix you in with the average guy, and try to take back the power by saying:

You're not like most guys. Most guys,

Call me all the time

Ask me out

Pick me up

Take me to dinner

Pay attention to me

Care what I think

Can't wait to see me

Most guys blah, blah, blah

Why don't you ever call me? Ask me out? ETC. ?

Even though she finds you more attractive this way, because of bad social programming, she will automatically want to restore control to herself.

Your possible responses:

I'm not like most guys, which is why you're talking to me right now isn't it?

Where are these guys right now?

How's that working for them?

If what most guys do is so great then why aren't you with them?

Or my favorite:

You: Where's your boyfriend?

Her: I don't have one.

You: So, what most guys do doesn't work so well, does it?

This is a great time for me to address a few things that are disturbing me.

Getting numbers

Calling women first

Asking them out

and when asking them out

Taking them to dinner on first dates

Anyone who tells you that the above are effective techniques only have a very small level of success with women. If you want to even approach the lifestyle I live then stop doing these things immediately!

Traditional first dates are over, they're unproductive; they don't need to be done anymore.

Going out to dinner is for people who already like each other; it's not for first timers.

Stop asking women out. Please, i'm begging you. Reverse the trend. You are all responsible for the way women are and the way they

treat you. They are reacting to you.

When you talk to her you want to wait for her to ask YOU out by saying,

Her: "So, are we getting together?"

Or you say,

"So, I suppose you want to get together?"

Then put it in her court by asking her what she has in mind. If her response doesn't include one of the following:

Coffee

A quick drink

Getting together at her or your place

Either move her toward one of those or cut your losses and move on; she's not the right girl for you. You are either the provider or the attractive guy and you can only be one.

I've been talking to a lot of women about this lately and what they've been telling me may surprise you. They really don't want to be taken out to an expensive dinner, if you've built the attraction correctly. They also tell me that they don't care where the two of you get to know each other. They're fine with a drink somewhere or if they feel comfortable enough with you; your place. In fact, some women are even saying that they'll turn down a dinner invitation because they feel it makes them obligated to reciprocate in some other way. The last thing a woman wants to do is be stuck at dinner with a guy she isn't getting along with.

If you insist on being the provider then consider the following scenario:

You take your date to an expensive dinner, then she tells you that she's tired and has to get up early the next day. So you drive her home, she kisses you on the cheek and goes inside.

Guess what she does next?

Guess who she calls?

Someone like me. That's right. After you've spent all the money they call me and come to my place. You do all the work and I get all the spoils.

Now that I think about it, keep doing it. You're responsible for a lot of my action.

Seriously, the question you need to ask yourself is, "Which guy do I want to be?"

Testimonial

Hi Brent,

Safely back home now. Very enjoyable night and really an eye opener into your style. I have to confess I was a little concerned on the way in because of the 'barebones' information surrounding what you do.

Compared to some of the other approaches out there, it reminds me of the space race during the 60's, Nasa spends \$1 million to develop a pen that works in zero g; what does the russian space agency do? use a pencil!

Thanks for a much needed birthday present to myself!

JM, Boston

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That's it for now. Good luck out there!

Brent

June 14, 2006

Stop Answering and Returning Calls

There is no longer any reason to answer the phone when a woman calls you or return her call when she leaves you a message. You know that I'm always pushing the envelope, so this new development should not surprise you; but you're probably thinking, now Brent has finally gone over the edge.

What should you do?

Text message, of course. I love text messaging because it's totally impersonal and there's no reason to be personal with a woman you don't know.

When a woman calls, let it go to your voice mail. This will make you seem unavailable.

Then, listen to her message and simply text your reply.

So if her message is,

Her: Hey Brent, It's Karen from the other night. I'm just calling to see what you're up to. Talk to you later.

You simply text a message describing what you're doing like,

You: Working, U?

By texting your reply you will be conveying that this is how you communicate and she will probably switch to it, instead of calling you.

Here's the rest,

Her: Just hangin out.

You: Cool

The idea here is to text very short messages. Again talk about nothing until you pull more out of her and she asks you out. You want her to

know, right away, that she will be pursuing
YOU!

Here's another example:

Her: What's up for Friday?

You: Going to The Lounge with some friends.

Her: What time?

You: Around 9pm

Do not ask her to join you. If anything, tell her
that she can stop by if she wants.

Remember, you don't want this to be a date.

Here's an actual text string that I have on my
phone:

Her: Hi Brent, do you remember meeting me, Tanya,
the other night? I was one of many girls
you were talking to. Anyways, i was wondering
what kind of cologne you had on? If any.

Me: Deep.

Her: Is that really the name?

Me: Yes.

Her: You didn't seem like a man of few words the
other night. Cat got your tongue?

I did not respond to this text.

Then she called and left a message on my voice
mail that said,

Her: Hey, It's Tanya. I'm sitting here drinking
some wine wondering if you want to come
over.

She's trying to get me on the phone, which will
never happen.

Now, I text the response:

Me: Can't. Tomorrow's better. Your place, what time?

Her: Um, it depends on what time I finish at work. I'll let you know.

The next day.

Her: Hey, I just got home. What's up? Maybe we should meet somewhere. I think my sister might come over later.

Here's where it gets interesting and you'll want to pay close attention to how I handle this.

Me: Working. Maybe we'll try again next week. Was up for staying in and having wine.

Her: I hope you're not upset.

Me: Make it up to me.

Later that night, I get this text.

Her: What are you up to? You should have come by-just for a drink.

I do not respond.

Next day:

Her: Wine tonight, my place?

Me: Sounds good.

Her: What time do you want to come over?

Me: 8:30

Later I get this text

Her: Do you still want to come...by?

Me: Address?

Her: She gives me the address

Me: I'll come by at 9.

And the rest, you'll have to imagine.

Next morning I get this text

Her: Did you have fun last night?

Me: Who is this?

Her: Tanya, stupid!

Me: Can you be more specific?

Her: What?

Me: Just kidding. Yes, it was fun.

Success Story

Brent, what's up buddy?!

I'm busy creating the Brent Life Style. Pulled my first threesome recently.

It all started off after I purchased a cigar with my buddy and next thing you know these hot girls walk in and sit down at the bar. I'm about to light up and one of the girls says "don't light that up, I hate cigar smoke". I said "tough!", and sparked it right up. I told her that if she didn't like the smoke, she should move or light up a cigarette to block the smell. I enjoyed my cigar and continued chatting with my friend, next thing you know she's asking me to come sit by her and her friend. They start telling me that they are a couple, are inseparable and do everything together. Nice! Despite this, I keep the indifference frame going, all while chatting with them, then to my buddy etc. Then two more chicks show up to get in on the action --- the attraction vibe is crackling by this point.

The first two girls then invite me to move on to a club. I bail with them, they pay their own entrance fee (!) and on we go to dance for a few hours all the while making out and

grinding on each other. Every time we hit the dance floor, they try to rip my shirt off. The dudes in the place were beside themselves. I felt like a king, it was awesome!!!!

More craziness at a restaurant after we left the club, then we hit my place for a good roll in the sack. You would have been proud my brother. I mean the one TALL gorgeous 19 year old...just an unreal body.

Alright, there you have it. Would be good to see you sometime -- it's been great building a network of hotties here, at home and other places since Miami. I just wish I was 10 years younger... oh well. Better late than never.

PS, Santa Barbara, California

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That's it for now. Good luck out there!

Brent

June 24, 2006

You Get Back What You Give Out

Ever wonder why 99.9% of my interactions are successful? One of the reasons that I'm successful is that I truly believe that you get back what you give out.

When I'm out, I convey absolutely no negativity. If you give out negative, you'll get back negative. People think I'm someone to be reckoned with. They assume I'm powerful by the way I walk in and put on the show. Women are drawn to someone who acts as if everybody wants to know them. I don't assume that people are mean or in a bad mood. I assume they're out to have a good time and want to interact with everybody. Those of you who've been out with me know what I mean. I put out this vibe of "come talk to me." I'm out to be friendly and have a great time and have nothing at stake, accept that. So that's what I get in return.

When I'm out and about I believe:

Everybody is friendly and in a great mood

Everybody already likes me

Everybody wants to talk to me

And more importantly that:

Every woman is attracted to me

Every woman wants my number

Every woman will ask for it

Every woman will call me

Every woman wants to see me again, ETC.

I have an old friend who exhibited this behavior perfectly. His name was John Brown. This guy was

absolutely convinced that every woman wanted him, all the time, and he wasn't a pretty boy.

He'd walk through a place and say:

"Every woman in here wants me"

He'd say this out loud to himself or to us.

As he continued walking he would often pause in front of a girl (or group of girls) and blurt out:

"The name's John Brown, in case you need to know later"

And then, without waiting for a response he kept moving.

He was already assuming that they would want to know him. It was incredible. Later in the night, women would often seek him out, and already knowing his name, would say:

"Hey John. What's up?"

Or

"Where did you go?"

This was especially effective when he was standing with other women as they approached. It was further social proof.

He didn't know any girls when he walked in but one simple tactic changed all that. The more I thought about this, the more it made sense. I mean I'm not going to walk around saying "Every girl in here wants me" out loud, but what a powerful mindset and place to come from. Inside your head you already assume that every girl wants you so you go about choosing the one YOU want.

When you say something positive to women and are being friendly (not hitting on them), their automatic human response is to be friendly back.

How can you practice this?

I suggest a small experiment:

Start out by being friendly to everyone you see, everywhere you go. The supermarket, dry cleaners, on the street, ETC. Just say it not expecting a response and I think you'll be surprised at what will happen. Just say, "How are you?, What's up? or whatever. Do it until it becomes automatic. Then, no matter who you come in contact with you'll be ready and not nervous. Especially with these hotter women that you guys want to meet.

Testimonial/Success Story

Hey man,

I just got back from a 3 week trip to France, some really interesting things happened. It made me realize that there were a few areas I was compromising myself as well as situations where I was unconsciously seeking approval. It's strange in a way... looking back, I was pretty good at lying to myself to justify what I was considering doing.

Basically before my trip to France, this was the situation: there was this girl who really liked me and I liked her somewhat. She's very intelligent, very pretty, nice and supportive but she doesn't really turn me on. Besides that she's majorly religious and kind of quirky.

Yet a lot of people admire her and everyone was trying to convince me of how good it would be for me to be with her in a *relationship*. Probably because of a lot of other issues going on for me at the time and unrelated stress, I started to believe them and began to lie to myself that I wanted it when I really knew that it wasn't what I wanted or deserved.

Anyway, once I got to France and got away from all the negative people everything started to

change. I started to think about all of our talks and things I've learned from you as well as other positive influences in my life. I started to look back and remember when things were working and analyzing why. Amazing things started to happen. First I started to feel better about myself and felt I had much more personal power, then I met a couple of girls and hooked up with them. I decided to only fill my mind with positive thoughts but to completely unattached at the same time.

Everything as a whole started to improve, I had a concert that went amazingly well, opportunities opened up, I was able to deal with a lot of different unexpected challenges easily, all was good. Then I met the sister of the guy who I was staying with. She was one the most beautiful girls I'd ever seen and besides that she's a top rate ballet dancer, and plays violin and piano. She has very high self esteem and a positive, fun, challenging, sexy personality... basically she fits the profile of my type of girl... she models also when she has spare time. She'd only had one boyfriend before and they never did anything.. it lasted for 3 weeks. She claimed that she doesn't have time and that she's too busy doing her own things. So anyway, obviously because of past bad social programming as well as the fact that she has 5 older protective brothers, it was a challenge, but with affirmations and just relaxing, I treated her the same as all the other girls who pursue me. The point is, because of the indifference and because of who I am, she started to pursue me. When we finally did get together it was unlike anything before-- even afterward it was still incredible. It was what truly made me realize that I was crazy to have even considered the things I was thinking before. I think the biggest part was accepting that I was deserving of that quality of girl. So, from now on, I only date girls of that caliber.

So hey, I just wanted to let you know, that I really appreciate everything that you've helped me on. I realize that most of the time when things become stressful or start to

spiral downwards it's because I resort back to old programming. But really, a lot of the richness and fulfillment as well as the success I'm achieving in all areas of my life is because of your mentoring.

Hope all is well with you,

IB, France

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That's it for now. Good luck out there!

Brent

July 4, 2006

The 'Death Topics' Work

I know what everyone else says. Differentiate yourself by using telling a story or spitting out a routine because the last thing you want to do is bore her, I mean you have to keep her interested, right? Wrong! It's no longer your job to keep her interested. At least not in the way you're used to doing it. The old way is no longer relevant and it's time to evolve into a socially well adjusted person. I know that you're holding onto this life raft (the old way) as tight as possible, because it's responsible for the progress you've made. But, I implore you to stop doing this right now. There is another level of success that you don't even know exists, except for those of you who have been out with me. You've got to go to the next level now...stop wasting time.

The problem with the old way of doing things is that women have heard it all. They know when you're hitting on them. As soon as you open your mouth, they know what's coming and they immediately raise their defenses. Then, they're not listening to most of what you say after that. If you ever DO break through, it will take way too long and you'll have created too much work for yourself. You know how I feel about that...Very little work, very big return. When you talk about subjects that any two people would talk about you're actually flying under the radar. They don't see you coming and don't have a pre-conceived notion about you. Their defenses will be down and the two you can get to know each other.

Women are telling me that they wish men would stop talking so much and about themselves. They think it's arrogant and annoying. They want you to ask more questions. Honestly. I'm not kidding here.

Questions like:

What's up?

How are you?

What's happening over here?

Where are you from?

What's on the agenda tonight?

I know what you're thinking. C'mon Brent that's too easy. It's not easy, or everyone would be doing it. It IS simple though. It's like losing weight. Eat less, exercise more. Simple to understand but not easy to implement. What do we (as men) do when we figure out something is too simple? We resist. We don't want to admit that we overlooked something simple (we won't even ask for directions).

You're gathering information and the answers to the above questions will have dramatic effect on your evening. These answers are going to tell you all about these women quickly and where your opportunity is (if any).

I'm going to reveal how and why these simple questions are so powerful in a future product release.

Testimonial

Brent,

How's it going? love your work. If it hadn't been for you I might have never got here, certainly not this soon. I'm 20 years old and I am indifferent, like the real deal indifference not faking but the real deal. For a long time I was faking indifference as a technique and that doesn't work, sometimes short term, but not long term.

I finally got to that point where I just completely gave up on women, completely. I gave it all up and just stopped. I decided to just quit all this crap, pick up lines, techniques, routines everything. And to completely stop, and learn to be happy with my life without women 100%. It was hard took me over a month, I started going through

some with drawls. I'd see a hot girl and I'd really want to approach her and start a conversation but I stuck to it until I learned the lesson. Once I figured out the lesson, be happy without women, everything changed.

So now, I do absolutely nothing, no techniques, no manipulative behavior, no head games, no pick up lines, none of that crap, absolutely nothing and it's awesome. I just talk to people. If I see hot women, sometimes I will approach them but I approach them because I like to talk and look at hot women. No longer am I approaching them because I want something from them. I don't care. This is really hard to describe in words, this mentality that I have now. I can't be rejected because I don't care, I'm not out to get something, I don't care if a woman likes me or wants to be with me, it doesn't matter. It's not on my mind.

And once I finally got it, all these women are after me now. By the way I only figured this out like a month ago, so it's probably going to get even wilder. Things changed fast, I've gone out with more girls this week than I did my entire spring semester, and another cool part, I didn't ask a single one out, I never made the first move except hold eye contact if that counts. No longer do I care what I say, or how I dress, or any of those normal insecurities that people have when dealing with women, it doesn't matter. I just go out and have conversations with people. And now all those boring questions men ask women like where are you from?, do you have any siblings? Women are asking me these questions. They are trying to pick me up and get in my pants. Women are working to get me now, instead of the other way around.

But the most important part of this whole thing and the best part is I don't care. This is the most valuable thing to me, if I woke up tomorrow and women no longer found me attractive I would not care. It would not affect me in any way. I would still be happy, I would still love being me and I would not give a crap. That is the best part. It's complete freedom!

Thanks, I get it now ;)

-J.L. Mississippi

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That's it for now. Good luck out there!

Brent

August 6, 2006

The Secret Power Of Truth

Tell the truth and make your intentions clear when speaking to women.

Why?

* A parade of routine and story telling men have made women hungry for the truth and women are telling me this every day.

*They might want the same thing you do.

*It's great time management (doing less and getting more)

Stop assuming that you know what's going on inside their heads and then tell them what you THINK they want to hear. Women are smart, so treat them that way. In other words, don't pretend to be psychic, unless you are; and in that case contact me immediately because I think this will be the beginning of a beautiful partnership! Seriously, stop devolving!

I'm not saying that you should just walk up and lay it on the line, out of context or blurt out something offensive. But, when the conversation turns to the subject of dating/relationships or the two of you getting together, you should try it.

The secret that most men seem to forget, is the power of truth. Speaking the truth, directly and with respect, is one of the most powerful things you can ever do. You currently use truth as a last resort. Only when you're forced up against the wall, with evidence that is undeniable, do you admit it.

A lot of supposed gurus out there are telling you that you have to match and mirror women's likes and dislikes, redirect their objections rather than answer them (seduce) and then inject generous doses of praise and flattery (pursue). This is way too much work and is no

longer relevant.

If you're into a casual relationship just say it. Let's face it, all relationships start out as casual ones...unless you have an arranged marriage. But remember, there's a fine line between confidence and arrogance.

Here's the magic sentence:

You: I've got a lot on my plate and I'm only capable of a physical relationship right now...still interested?

This triggers three things in her mind:

- * You tell the truth and this is different than most of the guys who approach her.
- * You're a challenge because you've hinted at the possibility of a future relationship by using the words 'right now'. (remember, women want what they can't have because they can usually have anything they want).
- * That you stand for something (in a climate where most people don't). When you're immovable from your beliefs, women will respect you; even if they don't agree with you.

And who knows, maybe this truth will be the thing that allows the two of you to have a serious relationship down the line.

A Thank You

Brent,

What's up buddy? Even though I have tested your principals many times, I think I am past that stage now. Every ounce of my being wants to fight the tough love and societal pre-programming that had me looking for a better solution to my dating and social life in the first place. I, like a lot of guys thought they were headed for the happy land of a relationship but I ended up looking back over the fence with adoration of freedom. I love

your comment of "What you are looking for does not exist." This is so opposite of what any other motivational speaker would proclaim. All of them want you to believe that it's right around the corner and for just \$1,995 they will lead you to Nirvana. Thanks again for all of your help in the past nine months...it has been life changing!

MG

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That's it for now. Good luck out there!

Brent

August 12, 2006

How To Get Hotter Women

The simple answer is to treat the ones you like exactly like the ones you don't. In other words, don't give them special status. Easier said than done; i know. The fact is that you're giving the ones you want more status than they initially deserve. You're assuming because you find them attractive that they must also be nice, smart, have great breath, be good in bed, etc. These things may or may not be true, but you don't know yet.

Imagine the opposite being true. These women you THINK you're attracted to may end up not being someone you like after you've gotten to know them. If you truly aren't satisfied with the women you currently have, because they're not good looking enough and you think the grass is greener, don't assume that the ones that ARE better looking will be...well, better. They might have more issues, lower self esteem, be higher maintenance and be drama queens.

Most of you know that I have a 'Zero Tolerance' policy when it comes to drama. I'm not telling you not to try for these women and I'm not saying that super attractive women are bad; what i'm trying to do is de-mystify the process for you. The bottom line is that, with the expectations you've set, she will NEVER live up to them.

Once again I'm going out on a limb here and telling you that it doesn't matter and might not lead you to the place you think it will. Trust me, I'm there. It's not usually the hottest women who have the best personalities or who are the sexiest. Trust me, you'll be bored with them just like you are with the rest of the stuff in your life that was cool for the first few weeks and now you take for granted.

Let me explain:

Here's what usually happens

S See it: Wow! That's great.

H Have to have it: I HAVE to have to it.

I It happens: I have it!

T Tired of it: Uh oh, I'm bored with it.

Now What? I'm not prepared for this.

Shit happens, now what?

I'm not trying to dampen your spirits, here. I'm actually telling you this to help build your confidence. Since, you'll probably be bored with her, why not approach with the mindset of ALREADY being bored with her?

Try this internal frame:

The two of you met, started dating and then you got bored and broke it off. She's been trying to talk you into getting back together ever since.

Would you ever be nervous about approaching a beautiful woman who's pursuing you? Of course not.

The thing to consider is that the act of approaching gives away power so if you don't take it back immediately you're sending the message that you're the pursuer. I suggest that as soon as you see a girl you THINK you like and approach her, slip into the exact frame of mind that you're in when you approach the ones you currently do.

Your conversation could go something like this:

You: I see that we have the same problem

Her: What?

You: We have a lot of people hitting on us and none of them are saying the right thing.

Her: I know

You: I wish these women would be unique. What did that last guy say? What was his line?

Her: She tells you the line or story

You: Oh my god. I'm glad I asked because that's what I was going to say to you (just kidding).

Her: Laughing (hopefully)

You: Seriously, guys still use that stuff?

Her: Yeah

You: What DOES work with you? Not that I'm trying to pick up on you.

Her: What do you mean?

You: I mean, what would one of these guys in here have to say to spark your interest? (she's now going to tell you exactly how to get her)

Her: I just like friendly, confident guys who aren't full of themselves.

You: Wow, that's fascinating. It seems so simple. Guys have too much at stake and I think that's why they crash and burn so often.

Her: That's so true.

You: I wish women would use a different tact on me.

Her: What do they say?

You: They say things like, I don't want a relationship I just want to use you for sex...that kind of stuff. I tell them that I don't work that way; I'm not a piece of meat.

Her: Laughing

You: Not that it wouldn't be okay coming from the right woman. I mean she'd still have to convince me and be fascinating though.

Her: Who's the right woman?

You: Why, are you interested?

Her: Maybe

You: Anyway, I have to use the restroom and I'm sure you want to get back to these fascinating guys so maybe we'll talk later.
(she's used to dismissing men so this will show her that you don't fear loss and build attraction)

Go to the bathroom and then talk to some friends, more girls or whatever. After ten or fifteen minutes, casually walk by her again and say:

You: Did I miss anything?

She'll probably have some funny story about other guys who approached her and you can tell her that you were stopped by some girls and groped by the bathroom; and the two of you can make fun of them.

You're not hitting on her and this is building attraction as well. She has lowered her defenses because you're being friendly, funny and indifferent; she can't understand why you're not into her.

You: Well I've got to go; it was fun making fun of other guys with you. If you want to do it again sometime, I'll give you my number and we can compare notes.

Success Story

Hi Brent,

I'll get to the point: The advice you gave me on our last phone coaching session resulted in me just getting finished having sex with that Korean girl I told you about.

Oh yeah, your advice about getting candles was

great. It really helped in setting the mood. Basically, I got four 3"x3" candles with red candle holders (the color scheme of my room is red and gold) and one tall and thin candle with a golden colored candle holder to be used on the little collapsible dining table in my room.. I only used the latter tonight... I lit it when we brought the take-out food back to my room. That was the only light for the rest of the evening.

But most importantly, the advice you gave helped me put my head in the right place so that other things just flowed... I hope that made sense. :)

Thanks,

PP, San Francisco

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That's it for now. Good luck out there!

Brent

August 19, 2006

Seduction Is No Longer Relevant

There are many definitions for seduction.

Wikipedia states:

Seduction is the process of deliberately enticing a person into an act. It can be used seriously or jokingly, frequently refers to sexual behavior, and may refer to an act that the other may later regret and/or would normally not want to do. Historically, the most famous seducers of all time are Cleopatra, Giacomo Casanova, and Don Juan.

The above type of seduction was practiced a long time ago and things are different now; so stop living in the past. Seduction is no longer relevant, in the way you're used to thinking about it. Women are very smart, pressed for time (like everyone these days) and usually know what they want.

Ask yourself these questions:

Wouldn't you rather have a woman WANT to be with you?

Do you really want to make a woman do something she doesn't want to do?

If you do, that's weak, manipulative, not a measure of true success and just bad time management. Once again, you're making it complicated and taking the long way around. I mean, after a while your reputation precedes you and what used to take hours becomes relatively quick. It's time to find a more efficient way to conduct yourself.

As some of you know, years ago I had this home date I used to do that involved wine, great food, unusual magazines and conversation, a movie and would end with getting physical.

Well, I got really good at this and the result (at the end of the night) was always the

same.

I began to notice an interesting thing:

Women were getting antsy and kind of upset after a while; but everything was okay once we were getting physical. I thought, "Wow, that's interesting. She came over to get physical, I delayed and now she's mad. What a concept." I had been wanting to find another, shorter way to do this anyway. So, I thought, "I wonder if the decision to get physical with me is made at the moment she agrees to come over?"

Experiment:

I decided to test my theory. I had the exact same set-up as usual but I wanted to see how quick I could get physical. So, we had a glass of wine, some food, the candles were lit and I went for it. Within 15 minutes we were doing everything that it usually took me 3-5 hours to MAKE happen. We still watched the movie for a while and then she left. So I'm thinking "This is interesting but this could be a fluke, I mean anything can happen once." I decided to it the next night as well (with a different woman) and it happend even faster. It was like I was hit by a bolt of lightening. All this time I thought I needed to go through this long ritual to get what we both already wanted. And the biggest revelation was that all of the so-called seduction was actually...for ME!!!!

I was actually doing the seduction scenario for two reasons.

1) I thought I needed to go through the whole scenario so she could rationalize exhibiting the behavior that she did and that somehow I was convincing her.

2) (this one was an unconscious decision)...I was bored. I mean I did this every night and I was making it longer on purpose.

So here's the recap:

* Guys always ask me what they should do (what technique they should use to get physical) once a woman is over at their place. The unbelievable truth is that once she's over at your place, it's too late! I know what you're thinking. What??? Her decision to get physical with you (or not) is made at the moment she agrees to come over. That's why doing things right, in the first interaction, is so important.

* Believe it or not...women will often get upset if you wait too long to get physical once they're at your place. I've had women get really irate with me because it was 3-5 hours before something happened.

* And finally, Here it comes..."Seduction is for YOU, not her." That's not a typo.

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That's it for now. Good luck out there!

Brent

August 26, 2006

My Roll Will NEVER End!

Affirmations will probably be the most important part of your self-development. They will be the base for everything else you do. Mastering them will be scary because once you believe and give up your old way of being, you'll be able to have anything you want.

If what you tell yourself now (negative) works, doesn't it make sense that the opposite (positive) would also work? Your mind is more powerful than you think. And since 75% of communication is non-verbal, it makes sense that who you are on the inside effects who you are on the outside and how others react to you.

That's another reason that it seems as if I sometimes do absolutely nothing and crazy stuff happens, when I'm coaching you.

Here's what you need to do:

Take out a piece of paper and draw a line down the middle of it with a pencil (very important). On the left side write down how it IS for you, truthfully. What are your issues. List them in order of priority if you can.

Example:

I never approach beautiful women because I don't know what to say.

After you've finished with the left, write the exact opposite on the right side.

Example:

Beautiful women are easy to approach because I always know what to say.

Finish the rest of the right side.

Now, It's time to erase.

I want you to re-write each positive affirmation and this time swing for the fence, go over the top. Think of the most outlandish thing that could happen and then go one step further.

I call it 'Severe Self Talk'. Don't worry. It'll be arrogant going in and confident coming out. Really go for it..Remember, you're only saying it to yourself; not out loud to anybody else. You're inner voice is 'talkin so much smack' that a regular affirmation just won't cut it. You need something really powerful.

Example:

Beautiful women always approach ME, ask for my number and I have to end the conversation first because they won't stop talking.

Make it short and easy to remember. After you finish all of them, pick the one that addresses your biggest, most important problem. That's the one you'll repeat to yourself daily. It's important to focus your energy on one. Don't spread yourself too thin or you'll become overwhelmed and this won't work.

I want you to commit to your chosen affirmation for 30 days. Why 30 days? Because your sub-conscious is used to a lot of false starts in your past. Remember that time you joined the gym as the result of a New Year's resolution, went for 3 weeks, then somehow kept coming up with excuses for not going? It thinks your new behavior is only temporary. It assumes that you will eventually go back to the way it was before. And rightly so; that's been the case up until now.

Here's another way to think about it:

Your sub-conscious is like a woman in love...

Her: Honey, you don't say, "I love you" enough.

You: Listen, baby...you know how I feel about you; why do I have to say it?

Her: I DO know how you feel about me but I need to

HEAR it, ALL THE TIME!

She needs constant re-inforcement. Because, left unspoken, her inner voice goes crazy reminding her of all the reasons that you DON'T!

Get it????

When you DO, you'll be,

Beautiful women always approach ME, ask for my number and I have to end the conversation first because they won't stop talking.

Waiting to happen at ALL times.

You've probably heard the adage, "He's an accident waiting to happen." It's the same thing.

Here's what should be going on inside your head during any interaction you have with ANYBODY:

Them: So how are you doing? Blah, Blah, Blah

You: I'm great. (inside you should be thinking: Whatever, Beautiful women always approach ME, ask for my number and I have to end the conversation first because they won't stop talking.)

I'm not telling you to stop listening to people, but your internal answer to EVERYTHING is your affirmation.

Then, magically, everywhere you go wierd things will start happening and guess what?

Beautiful women start approaching YOU, asking for your number and you have to end the conversation first because they won't stop talking.

Once your first one comes true then start experimenting with the rest.

Do I still use affirmations? You bet. The

negative voice in my head is often trying to break through and say,

"You've been on a roll for a long time Brent, but it's going to end TODAY"

My affirmation is,

"My roll will NEVER end! In fact, after I'm gone women will still be texting me."

I no longer ask my inner voice for permission to be successful with women.

In a sea of negativity, it's the positive energy that you send out to the world that cuts through the clutter. So, start right now. People are waiting for it!

Testimonial

I spent a night out with Brent and some of his friends and it was absolutely the experience of a lifetime! I was very nervous at first but Brent was so easy going and friendly that it instantly took all the pressure off of me and within five minutes, at the first spot, I had a gorgeous young lady pressing herself up against me introducing herself and her two lovely friends.

All Brent wanted me to do was to watch, listen and learn. But, after about an hour, it looked so easy that I drifted off on my own and was already getting similar results. I have to admit that while I had one of my best times ever that night, and saw how easy it is to live such a fascinating lifestyle, I really don't like to party THAT much. But soon after meeting Brent, and this is the kicker, he gave me one little piece of advice that has changed my life forever and has brought me so much more joy and success in all aspects of my life! I'll keep that to myself for now, but believe me, a few hours with Brent gave me something that I'd been missing for a long time, and oh, by the way, dealing with women has

become so second nature it is virtually an afterthought.

Thanx Brent!

RP, Northern California

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That's it for now. Good luck out there!

Brent

September 2, 2006

How To Give Out Your Number

There are three things you need keep in mind if you want this to work.

1 Believe that it works and that it will work for YOU (and not just me)

2 Don't draw attention to it

3 Don't debate it

*Believe

If you don't believe in it they'll feel it and it won't work. If you don't believe in it, then why would they? Even if they happen to take it anyway, they won't call. I know this is hard for most of you. In fact, this is one of the toughest changes that any of you will have to make and it's the one that ALL of you resist the most. What have you got to lose by doing this? Failure? Most of you aren't successful with numbers you currently have so what's the difference?

Think about it this way:

If there's a possibility that you might fail, wouldn't you rather do less work for it?

The secret here is to say it like this is what everybody does or this is the way it works all the time. You should say it as if it's no big deal.

*Don't draw attention to it

Steer every conversation towards something social or find something you have in common as soon as possible. This is directly related to the types of simple questions that I always suggest you ask such as Where are you from?, Where do you live?, What do you do?, What's on the agenda for tonight?/this weekend? Etc; and

another reason that they are so important.

You're searching for a great, non-threatening reason for them to call you. Remember, it takes a lot for them to pick up the phone and dial a man's number. Don't make it about a date. Make it seem as if its for a social gathering or that she needs important information from you.

Let's say that she lives near you.

You can ask her if she's been to a particular place such as a bar, club, restaurant, coffee place Etc. Tell her you're there or you and you're friends are there all the time and she's welcome to join you sometime if she texts.

****Caution**** It has to be real...do not make things up or pretend you know about things or places that you don't.

If you don't know anything about anything then I suggest that you learn it fast. Sometimes you just might have to take a pass. Remember, you don't need to give it out to every woman you see. As time goes by, you'll get better at doing this and it'll happen more.

Throughout your conversation say things like,

*Have you been to Mynt? (or something relevant)

*Remind me to give you my number before I leave.

*Call me and I'll let you know about that restaurant/club/place

*Text me if you want to know about that thing

*Give me a call and we'll talk about it

*We're probably going to club x later. I have the hook up and might be able to get you in. Text me in about an hour and I'll see what I can do.

****Caution**** Whatever you do, don't take her phone and put your number in. The act of her

putting it in makes it real and you also don't want to give her the idea that you're pursuing her. And don't keep saying, "Ok, so call me" over and over. You'll be confusing her; she won't be able to tell if you're powerful or not.

*Don't debate it

She might object by saying,

Her: "I don't call men" or "You take MY number" or something like that.

She thinks you'll be easily swayed with one objection. And usually she'd be right. You're used to caving and just being happy to have a number. Don't give up so easily. What I'm about to tell you will separate you from the rest of the guys on the planet. Calm down and do the following without missing a beat.

Take out your phone and say,

You: "Ok, what is it"?

Put her number in your phone and press send, tell her not to answer and leave the following message:

"Hey Karen, its Tom from the bar. I want to congratulate you on coming up and hitting on me like that, I know it takes a lot of guts for a woman. Lucky for you I find assertive women sort of attractive. Anyway, give me a call and we'll talk about getting together sometime".

You've just taken all the power back that you gave away by putting her number in your phone.

And, technically, you've called her first. I've had women tell me that it's cute, funny or the greatest thing they've ever seen.

****Caution**** The idea here is to get your number to her before you leave the place that you met her. Don't wait until you get to the next place or get home; do it right away.

If she still happens to say, "Ok, call me" (which has happened to me a few times) just smile and agree by saying, "Ok, great. Nice meeting you." Move on and don't call her. If she's interested she'll reach out to YOU.

Other exceptions to the rule: (it's okay to take her number)

*Her phone's dead

*She doesn't have it with her

*Her dog ate it

This is currently my favorite approach:

Me: Why haven't you called me?

Her: Because I don't know you

Me: That's because you haven't called me

Her: What are you talking about?

Me: Let's try it again, 646-555-1212.

Or

Believe it or not, they often play along and give me points for trying something different.

Me: Why haven't you called me?

Her: (smiling) Because I lost your number.

Me: (smiling) I'll give you one more chance 646...

At this point I just start asking questions like "Where are you from?"

I've had a girl kissing me within 2 minutes of doing this because she thought it was funny and unique.

You can start doing this right now and it should work every time, so what are you waiting for?

P.S. Many of my subscribers are asking for more... and funny because I've been thinking about doing a weekly PODCAST for some time.

Nothing outrageous or anything, heck I'd would probably charge under \$10 a month.

If you're interested just send me an email here:
(or just hit reply to this newsletter)

brent@absolutepowerdating.com

.. And put either YES or NO in the subject line.
If I get enough interest from you guys, I'll consider setting something up.

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That's it for now. Good luck out there!

Brent

September 9, 2006

I Saw You Staring At Me

Have you ever been in the situation where a woman stares over at you and you don't know what to do about it? Most of you have. If you haven't, you've come to the right place.

You may be wondering:

- * Should you hold the stare?
- * Who should look away first?
- * What direction should your eyes be going when the stare is broken?

It's simple. Always break away first and go back to what you were doing before.

Think about it:

She's staring at YOU (which gives you power because she's pursuing). If you stare back and wait until she breaks it, you just gave all the power back. The congruent thing to do is to break it off like it didn't happen and then go over and say the following sentence:

You: I saw you staring at me

Her: What?

You: (smile and pat her on the back) It's ok, I might be interested too. But, I have a question for you. Now that I'm over here, what are you going to do with me?

If she says,

Her: I don't know (and she means it)

You say,

You: Okay. Come find me when you do.(don't say it in a mean tone, keep it light)

Now, walk back to where you were and don't look at

her again. (she may or may not come find you. Either way you're in control)

If she says,

Her: I don't know (and it's playful)

You say,

You: Okay, let me know when you come up with something. (now change the subject) Until then, where are you from?

Don't milk (her staring at you) for all it's worth. It's a sure sign that you have nothing else to say; you have no depth. And, don't make her feel bad for playing along or showing interest. Remember how hard it is for her to do in the first place.

Testimonial

Hey Brent,

When I first decided to get a weekend of coaching from you, I wasn't really sure what to expect. I just assumed you would teach me how to be a smooth-talker and, essentially, trick girls into liking me. That's not how I would have phrased the situation then, but I see things a bit clearer now. It didn't take me very long at all to realize that what you were actually teaching wasn't necessarily how to be successful with women, but rather how to be successful in life and with people in general.

A month later, I'm still amazed at how much better my life is becoming. I'm meeting more people, making more friends, and having better relationships with the people who are already in my life. I think that perhaps the single greatest pearl of wisdom you bestowed on me was that the only place I need to be is wherever I'm at. In other words, I no longer have to worry about being anywhere! I can just live my life however I choose, and know with certainty that I can meet women and make friends wherever I go.

The second greatest thing I learned from you is what I've been calling "Role-reversal." I used to believe that I wasn't successful with women (in part) because I wasn't a "smooth-talker" or that I didn't know how to entertain women, so to speak. Now, as you yourself have said, I get nauseous at the very idea of my doing anything to try and entertain women. No longer am I the one driving all over creation for women, buying them dinner, or going out of my way to do anything special for women. In fact, I now find that when I mention that I would like to try "X" or that I want to learn "Y"; the woman asks if she can do these things for me! It's unreal.

I suppose I should get some rest now. I'll need my energy because tomorrow I am hooking up with a beautiful young stripper, and later I will be getting some lessons in salsa dancing from another woman I met. So thank you Brent for the countless things you taught me, all of which I have been using to create a better life for myself!

A.D., Los Angeles, Ca.

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That's it for now. Good luck out there!

Brent

September 16, 2006

How To Be Consistent

When I was younger I had some initial success with women but it was feast or famine. In other words, I was inconsistent. One week I would be really on and have incredible results and the next week there was nothing. I thought I was doing the same things. At the time, this is what I thought:

* I guess inconsistency is the price I have to pay for the success I have

* I have to take the bad with the good

* I have more success than anybody I know so I should be happy

* I don't know anyone who has this life 24/7; it must not be possible

So I accepted that this was how my life was going to be. And, of course, that's exactly how it was. It was a self-fulfilling prophecy. I was guaranteeing that it would be that way.

One day I realized that this was all in my head and that I could have this life all the time (scary thought).

What did I do?

The same thing I want you to do:

Take out a piece of paper. Think back to the last time(s) you were successful and write down all the details that you can remember:

* What kind of mood were you in?

* What were you feeling?

* How were you acting?

* What were you saying?

* How were you saying it?

- * What was your body language?
- * How were others reacting to you?
- * Etc.

I guarantee that you'll find many common things that you did, that you're not even aware of. Once you know what they are, do them every time you're around other people.

Is that it?

No, there's more. Stay tuned!

Testimonial

While the insight from Brent's newsletters and interviews is powerful in and of itself, there's simply no substitute for witnessing his approach and taking in his knowledge firsthand, live and in person. I knew that my coaching weekend was going to be awesome, yet I still underestimated just how much I would actually learn and evolve from it. Furthermore, I had no idea just how easy, and how much fun, it was going to be for me to actually play integral roles in amazing interactions that we experienced together! Brent was great to hang with because everything he conveyed was authentic, fun and positive. He offered excellent feedback which has helped me with many of my sticking points, especially in areas where he was able to find good perspectives within notions that had, in the past, been self limiting beliefs for me. He also shared a wealth of constructive suggestions to refine other, more subtle aspects of myself that I wasn't already aware of.

**** Results!****

The affirmation about me being so interesting that I'd have to cut off conversations has already come true! I found myself being dragged around by a group of three women (2 of them

very attractive) who were smitten with me and who were begging me to hang around with them all night. Everyone saw this (and their touchy/feelyness) everywhere we went and I could really feel the impact that my presence made on others. They were all wondering... wondering...wondering... THEN horny guys starting coming into the group...so I welcomed them... and the girls were turned off by them and turned towards me... I'm now getting text messages of my own... LOL!

Thanks for bringing to my attention the fact that I make a bigger impression then I thought I did. That was BIG for me...

Unlike many good things in life, where the initial buzz steadily tapers afterwards, I now wake up each morning with a growing sense of enthusiasm about the present and the future.

My attitude is being fueled by the momentum of the successes that I've been experiencing on my own, consistently, day by day. I now realize the Possibility that exists... Thanks Brent.

D.G., Colorado

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That's it for now. Good luck out there!

Brent

September 23, 2006

You Might Be Too Perfect

You're a good looking guy, have great hair, hip clothes, flashy car, you're successful in business and you know all the right people; you even have no noticable, nervous twitching.

Let's say that none of this is over the top and you're not using all these things as crutches. Basically, you think you have your act together.

So why do you still have problems attracting women, holding the attraction and getting them not to flake? Even after they've shown initial interest by approaching you, telling you they're interested and getting together with you for mind-blowing physical activity? I bet you never thought that you might have it TOO together for them.

Here's what I mean:

You might be too perfect. Women want to nurture and fix you. When they're with you they try to imagine where they would fit into your life and what they would help you with. You've provided them with nothing to fix...you're ALREADY fixed. You might also be doing something relationship oriented that's giving them the 'go signal' to have those thoughts in the first place. Women rarely do that with me. They know the deal and don't consider any other possibilities.

Here are a couple of other reasons directly from women:

* "You are a good looking guy, its becuae we're afraid we'll get hurt, its a defense mechanism we have becuae we have been burned so many times."

* "I really like you and I like being around you, but I am moving so I am trying my best NOT to see you, I am sorry I am just scared."

Believe it!

This is not a lack of attraction but you might be

scaring them; they're actually intimidated by you.
All this time you actually had higher status.

The good news is that you're much more powerful and attractive than you originally thought. It makes total sense that they would fear you. Remember, the hotter they are, the lower their self-esteem and the average looking men they date cheat on them less (they think). Whereas with you, they assume that every woman feels as THEY do around you so you must get physical with all of them and they're threatened by this.

Now, I'm not saying that you should do anything different, just be aware of it!

****Important****

There will be another price increase (for coaching) very soon so pull the trigger now.

Coaching (1-on-1)

If you want to live this life right now you can start by signing up for my coaching program. Whether you start on the phone or in person, start now!

Click on the link below right now for more information and to sign up for 1-on-1 coaching packages.

(clicking on this link does not obligate you in any way)

<http://www.absolutepowerdating.com/coaching.html>

That's it for now. Good luck out there!

Brent

October 1, 2006

Wrap It In A Treat

When you have something controversial to say you have two choices about how can deliver it. You can make a statement that causes people to become defensive and not listen to anything else you have to say or you can make it easier to digest. It even works with dogs.

For instance:

Your dog is sick so you take it to the Vet. The Vet says, I can help your dog but you'll have to give him these giant pills. You both know that your dog will never swallow a pill this big, but you know what's good for him (and he doesn't know) so what do you do? The Vet tells you to crush it up in his food or wrap it in a treat. You do it, your dog gets the medicine he needs, gets better and everyone's happy.

It's the same with people. Most are pre-conditioned to have an automatic response (based on past experience and social programming) and don't really know what's good for them. In other words, they don't know what they don't know.

I used to tell women, in an adversarial way, what I was about.

Example:

*This is how it is with me

*I don't do _____ or _____

*I will never _____

*Etc.

This led to bad time management; I spent a lot of time debating. These days, I don't have to say the words anymore. Women know just by talking to me, about anything, what my story is.

In between making direct statements and learning

to convey those statements non--verbally,
I wrapped it in a treat by explaining it in a way
that was easy to swallow.

Example:

When you offer your number, she might object by
saying,

Her: I don't call men

Instead of saying,

You: Well, I don't call women.

Try,

You: (smiling) Do you like being in control of who
you talk to and who you date?

Her: Yes

You: Of course you do. Well, I'm putting you in
the driver's seat. You can either call me
or delete my number later or if you're not
interested. How does that sound?

Most likely, she will agree and take your number.
And there's a positive energy in the air.

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That's it for now. Good luck out there!

Brent

Being instead of becoming

I always talk a lot about being successful with women instead of trying to become successful with them.

How do you do this?

Start by using one positive affirmation and then act as if that thing is already happening.

Example:

'I'm successful with women'

If you're coming from a place of:

'I'm successful with women'

Then you're:

'I'm successful with women' waiting to happen at ALL times.

It's the exact opposite of what you've been taught in the past. Once you ARE, women will treat you like it instead of treating you like someone who is becoming.

So now that you're already successful with women, what would you do? In other words, what would you do if you knew you couldn't fail?

What would you logically do next?

What would happen to you when you went out?

How would you act?

What would your body language be?

How would you feel?

How would women treat you?

What kind of women would be attracted to you?

How good would you be?

What would you risk?

How many women would you approach?

How many women would approach YOU?

How relaxed would you be?

Would you hesitate?

What would you say?

How would you say it?

Would you be scared?

Would you care if you had nothing to say?

Would you ever have any fear of loss?

You can also create a whole story in your head.
Be successful with women and just act it out.

Example:

Your cell phone is buzzing for the twentieth time today. It's a usual day for you, with women calling, text messaging and emailing you; trying to get a spot in your schedule.

Right now there are about 10 of these women whom you hook up with regularly with no strings attached.

These women all fit your IGP (Ideal Girl Profile). Maybe they're tall (5 foot 9 +), most of them are blondes with the exception of two or three very s<\$* brunettes. All of them have

model-like looks and bodies; in fact most of them are professional models and have appeared in popular magazines.

You're constantly meeting new, hotter, more interesting women who replace the less attractive (relatively), less interesting ones. Everywhere you go, ultra hot women are inevitably attracted to you.

When you walk into a room, every woman looks and immediately wants you. Several approach; giving you compliments, fondling you, kissing you and asking for your phone number even when their boyfriends are in the vicinity. Seeing this, other women approach and tell you that they want to be next.

Imagine not being able to tell your friends the stories because they think you are lying.

Just act as if this is already happening to you; like this is how it IS for you.

Try it and let me know what happens!

Change The Reason You Go Out

Are you tired of going out and feeling the pressure to be successful, the stress of being cool and end up being exhausted?

You know the feeling:

- * You walk in and walk around and around searching for targets

- * You try to gather enough courage to approach but you're nervous, fearful of being rejected and

feeling embarrassed

* You might be there with a friend, but no one would be able to tell. Instead of enjoying his company, you're too busy trying not to miss something and looking for the next group that you're NOT going to talk to...because the moment wasn't right.

* You finally approach a woman or group of women and it doesn't go well. They give you one word answers or look at you with that blank stare; as if to say, 'What could you possibly want?' Or 'Please. Like you would ever have a chance with me...get lost!'

* Now, your ego has taken a huge hit and you, once again, feel like a complete loser. So you vow that next time you're going to do it better. You'll do the same thing, but better.

If the above scenario isn't bad enough, you didn't even have fun!

Why is this happening to you?

It's happening because you're going out for the wrong reasons.

If you're going out to get phone numbers, get laid or get a date you're going out for the wrong reasons. Women can tell why you're there and they can tell that you want something from them. Stop wanting something from them.

The only reason you should be going out is to have a great time and meet people.

When you're friendly and people can tell that you don't want or need anything from them, they'll just start giving you stuff.

Try it and let me know what happens!

Is Your Fear In The Freezer?

Do you always find yourself waiting for the perfect moment to do something?

There's a saying, "You don't have to be great to get started, but you have to get started to be great."

There seems to be some confusion as to whether you should stop being social while you're learning the "inside your head" stuff I teach or whether you should be going out at the same time. Let me clear this up right now.

Go out.

Why?

If you stay in too long you might get used to it and lose your nerve...it's kind of like hesitating after you arrive at a place...the longer you wait the worse it is. It can become a very convenient excuse for not participating in life. It's a slippery slope, so avoid it.

Plus you need feedback along the way. How do you know if it's working if you never test it? How do you know that things are changing for you socially if you're not going out? You don't. Some feedback (positive or negative) is great along the way. It helps you figure out what mindsets/visualizations are working and helps you calibrate them.

So why is it that you might be staying in?

One reason is that you might have a case of the "When I's." What are the When I's? They can be the stumbling blocks to having everything you want. Many of you have great intentions. Yet, when asked why you don't follow through, you usually offer some lame excuse about waiting for the perfect time. They begin with "I'll do it...", "I'll try it...", "I'll go out...", "I'll stop

pursuing...", "I'll sign up for it..."

"when I have the perfect job."

"when I get some money saved up."

"when I have my act together."

"when I've had some success with women."

"when I'm no longer a virgin."

"when I have my inner stuff together."

"When I've mastered pursuing"

You get the picture. Life is too short to wait it out. If I waited for the perfect time for everything, I would still be working in the corporate world and not teaching you anything. I used to struggle with indecision and procrastination every day.

The most common reaction to confronting decisions or facing new situations is to delay or procrastinate. Sometimes it's the search for the right or best time. Other times it's because you're afraid of failing. Whatever the reason, hesitation almost always leads to unhappiness. By delaying an action, you only delay happiness and freeze fear in place. Waiting for the best time means waiting forever, since you can't know that moment until it has passed. Procrastination increases rather than reduces fears.

Most often, though, the delay prolongs pain, anxiety, or discomfort. Hesitation will never improve your situation. Most often it makes things worse.

So what's another reason you do it?

Simple...

FEAR

There are times you hesitate taking action because you're afraid of failure. Other times you hesitate because you're not sure what will happen and you're afraid of the unknown. You're probably an expert at coming up with reasons to NOT do something. You're not alone in rationalizing hesitation. We all do it. Most often you rationalize your hesitancy by blaming timing. You might say, "The times' not right." It could be that you think there's one perfect moment to take the action. A slight variation of this "time's not right" excuse is the "I'm not ready yet" justification. That was my favorite. I'm always preparing and then preparing some more, and spending another weekend preparing, all to keep from facing a difficult task. Obsessive over-preparation is my form of procrastination.

I think it's better to seize a moment and act quickly than to procrastinate and lock fear in place.

Besides, perfect timing is only apparent through hindsight. That's because time doesn't stand still and actions don't happen instantaneously. The judgment of what is the perfect time for any action is knowable only after it has already passed.

The only way to stop feeling fearful is to take the action you're avoiding. Stop waiting for the perfect time; it will never come. Instead, realize that today is the best time to do anything. This is the moment. There's no time like now, so take the action. Whether it's going out alone, walking over and talking to a group of strangers or taking that seminar you've been putting off. It may not always turn out positively, but at least you will put the fear behind you and be able to move on.

There's a story in the Talmud about a wise man walking in the countryside all by himself. He rounds a bend in the trail and comes upon a pack of wild dogs. Since he's afraid of dogs...he immediately sits down among them.

One of the hidden points in that parable is that the wise man "immediately" sits down among the dogs. He doesn't waste time worrying about what might happen or how things could turn out. He realizes every moment spent hesitating is another moment living in fear. He doesn't wait for the dogs to lie down to sleep, or to become distracted by a rabbit, or to start playing with one another. He realizes there's no perfect time to take the action. He knows the best time to take the action is now.

Fear is the reason we delay taking action. We're afraid we're going to fail, or we're afraid of the unknown. The irony is that by delaying, we freeze the fear in place. And permanent fear leads to a kind of chronic emotional, psychological, and spiritual pain.

You all have something you've been putting off and there's no time like the present for getting it done. Take the action. You'll achieve more, be happier and spend less time worried and afraid.

Try it and let me know what happens!

Are You Interested In Listening?

You guys are always asking me how to build attraction and keep the conversation interesting.

I have an idea:

Be interested in listening.

Being a good a good listener is a unique quality. Think about it for a moment. Women are always complaining that men don't listen. And, they're right! We're nervous and want to impress them so we talk about ourselves non-stop. So imagine when you DO listen. It's so rare that it builds attraction. You can actually have an entire

conversation with just a consistent, "Really",
"No way", "Are you kidding?" "How long have
you been doing THAT?" "How long have you lived
THERE? ETC."

I have clients who are getting together with the
hottest women you've ever seen, just by being good
listeners. Consider this...being interested in
what they have to say will actually keep them
interested as well (which is a major concern for
most of you). Don't worry, you're not giving
away power or seen as the pursuer...as long as
you're not falling all over yourself and using
this as a technique.

Don't be interested in hitting on them, getting
their number, dating them or getting physical...Just
listen. If you convey this properly, They'll
find it interesting that:

- * You listen, when most men don't.

- * You can have a conversation without saying "Can
I get your number?"

- * They know very little about you; which makes you
mysterious.

- * You're confident and real.

- * You have no routine or trickery (like the last 7
guys who approached her)

- * You're one of the strongest males.

And finally, they'll find it interesting that
they want you so badly.

Try it and let me know what happens!

Don't Ask Don't Tell

Whether it's the happy hour you're hosting next week or the HAPPY, happy hour you want to host tonight for that woman you just met; the difference between success and failure is how you distribute that information.

Currently you probably ask:

"Would you like to come to my after party?"

Or

You Probably tell:

"You should come to my after party."

What's wrong with the above? There's too much wanting involved.

So what do you do?

Invite

An invitation is much better than asking or telling; there's a big distinction here. Inviting is based on something you're already doing and not contingent on whether people follow you or not. It's very, very powerful and attractive. It conveys that your life doesn't revolve around picking up women or seeking acknowledgement from others.

Example: I'm having an after party. You're welcome to join us if you want.

It's always better to invite by saying, "I'm doing X, you're welcome to join me." Or "I always have something going on, feel free to reach out to me if you're interested in finding out about it."

So pre-plan something and invite people. You'll see a big difference in the turn out.

Try it, if you want, and let me know what happens!

How Do You Tell It?

I recently had a discussion with one of my clients, who told me a story about a very successful night he recently had.

He said,

"I don't know what was going on but Thursday night was incredible. I made out with three different chicks at the bar, some girl approached me near the bathroom and asked for my number and at the end of the night some chick walks up and tells me I'm hot and that she wants me to leave with her...so I did."

After he finishes telling me the story he says,

"It was so unlike me. What's the secret to having it happen to me all the time?"

I said,

"STOP! Are you listening to yourself? The reason it's not happening to you all the time is that it's so unlike you. And, you didn't know what was going on!"

He paused for a second and said,

"Huh?...Holy @&%!, Are you kidding me? I had no idea I was saying that."

The reason I'm pointing this out is because it's very easy to overlook this kind of talk when you're relating stories to friends, colleagues, me or whomever. It doesn't matter whether they're stories about success or failure. It's how you tell them that matters. For instance, if he were telling me about a recent failure, "It was so unlike me" would have been a very powerful statement.

Every statement you say about yourself has an effect on your subconscious, so be careful. I know these are very small details but it's the smallest

changes (in what you already do) that will have the biggest effect on your life.

How should he tell the story from now on?

"Thursday night was incredible. The usual stuff happened, of course. I made out with three chicks at the bar, some girl approached me near the bathroom and asked for my number and at the end of the night some chick walks up and tells me I'm hot and that she wants me to leave with her...so I did. Same crap, different night."

Try it and let me know what happens!

Mirror Mirror On The Wall

Go to a mirror right now. Do you like what you see? No? That's your first problem...and the only one that matters.

I know that you guys are always worried about how WOMEN view you, but what you should really be concerned with is how YOU view you. When you see yourself a certain way, you'll act in accordance with that belief, whether it's true or not. Your self-image is an accumulation of all thoughts, attitudes and opinions you have perceived and stored about yourself.

Here's how it works:

Let's say a woman calls you creepy. Your subconscious records this as reality. Now, every time you replay the experience of being called creepy, as far as your subconscious is concerned, it's happening all over again because it doesn't know the difference between a real or imagined experience. Every time you replay it, it gets recorded as reality all over again and reinforces your #1 belief-which is, "I'm creepy." As these

thoughts accumulate, they cement a pattern of belief. As you allow them to build up, you then act out this belief. And then, of course, it becomes a self-fulfilling prophecy.

How do you combat this?

Next time you start replaying the picture in your head, change it to a positive outcome. Think to yourself, "What she actually said was", "you're _____!" And fill in the blank with incredible, attractive, hot, fascinating ETC. As your self-image becomes more positive, your actions will follow.

Try it and let me know what happens!

Say It LOUD

Confidence! This single factor is the key to retaining true wealth and success. Those of you who believe you deserve prosperity attain it. Those of you who don't believe you deserve it, often don't keep it.

You've probably heard the stories of lottery winners who lost their money in the same time it took to cash their check. Or sports stars signing gigantic contracts only to find themselves right back where they began. These people took the actions necessary to gain the wealth, however they lacked the confidence that they truly deserved to retain it.

What to do?

Start saying encouraging words to yourself, over and over again until you begin to believe it: 'I'm happy, I'm healthy, I'm terrific...'

It may seem silly, but do it anyway; because once you believe you're worthy, the law of prosperity will begin to supply the wealth.

Don't believe it?

Then let me ask you this: out of all the successful people you know, are they confident? Of course they are! They believe in themselves, and as a result. Others believe in them too.

Take out a Post-it note and write three positive statements in the first person. For example: "I am a confident, successful person." Stick the note on a mirror in the bathroom or on a car dashboard where you have to see it each day. Every time you look at the note, say those encouraging words to yourself. The more you say it, the more you'll begin to feel it. The more you feel it, the more you'll believe it. The more you believe it, the sooner it will become true.

Try it and let me know what happens!

Are You Brain Dead?

You guys are always asking me how you can learn things faster, so I have another simple idea for you.

Exercise.

You've probably always thought that your brain controls your behavior, but not that your behavior could control and change the structure of your brain.

Exercise, especially regular aerobic exercise, can help. It can improve the performance of your brain by boosting memory and cognitive processing speed. In other words, exercise can create a stronger, faster brain.

How?

You have these things in your brain called neurons-the brain cells that enable you to think. You can produce two to three times as many new cells as people who don't exercise. So, your brain is not only capable of renewing itself but exercise speeds the process.

Bonus

For those of you are VERY depressed about the fact that you're not retaining my information and not moving quickly to master it, I have good news. Exercise also speeds the production of serotonin (a hormone that influences mood), which in turn, could make you more indifferent about it!

So, put down the Prozac and get out there and run, bike or play a game of tennis.

Try it and let me know what happens

Are You Judging Me?

There is something in your mind that judges everybody and everything. You judge everything they do and don't do, everything they think and don't think and everything they feel and don't feel.

Don't believe me?

Walk outside right now or go to a public place where a lot of people will be coming and going. Now, sit down and watch them for a while. Immediately you'll start to judge. It's automatic. You'll start thinking things like,

"That homeless guy should get a job."

"That woman is SO over weight."

"What the heck is that person wearing?"

If you want people to really be themselves when you're interacting with them, you have to convey that you're not judging their needs, wants, actions, desires or situation. The truth is that most human beings judge others using their own limitations.

How do you stop judging?

Make a conscious effort to change your thoughts around this. The next time you start judging, stop, relax and send them the best energy; realizing that they're just trying to get through their day or may have great reasons for how they live their life. You don't have to agree with how they do it but you do have to accept it.

Try it and let me know what happens!

Let Others Have It

When someone tells you something do you try to "one up" them? In other words do you try to come up with something better to say that makes you feel and look better to them? I was the king of this. In fact, I would interrupt someone to do it. I like talking so much that I still sometimes find myself tempted to do it.

There's something magical that happens, a sense of calm that comes over you, when you cease needing all the attention directed towards yourself and instead allow other people to have it.

Your need for excessive attention is that ego-centered part of you that says, "Look at me. I'm special. My story is more interesting than yours." It's that voice inside of you that may

not come right out and say it, but wants to believe that, "my accomplishments are slightly more important than yours." The ego is the part of you that wants to be seen, heard, respected, and considered special; often at the expense of someone else. It's the part of you that interrupts someone else's story, or impatiently waits it's turn to speak so that you can bring the conversation and attention back to yourself. To varying degrees, most people are guilty of this behavior and it creates distance between them and the other participant.

What to do?

The next time someone tells you a story or shares an accomplishment with you, notice your tendency to say something about yourself in response.

Although it's a difficult habit to break, it's not only enjoyable but also actually peaceful to have the quiet confidence to be able to surrender your need for attention and instead share in the excitement of someone else's story. Rather than jumping right in and saying, "Once I did the same thing" or "Guess what I did today?" bite your tongue and notice what happens. Just say, "That's great," or "Congratulations," and leave it at that. The person you're speaking to will have so much more fun and, because you're "present," because you're listening so carefully, they won't feel in competition with you. The result will be that the person will feel more relaxed around you, allowing them to be even more confident and interesting. You'll feel more relaxed because you won't be on the edge of your seat, waiting your turn.

When you surrender your need to get all the credit, the attention you used to need from other people is replaced by a quiet inner confidence that is derived from letting others have it.

Try it and let me know what happens!

Paralyzed By Indecision

Do you ever find yourself avoiding a decision you have to make?

Wonder why it's so hard?

There's a benefit to NOT making one.

What's the benefit?

You don't have to take responsibility for making the WRONG one.

You think you're in control when you avoid the decision but you're not. You're only in control once you actually decide. The ironic thing is that making a decision (even the wrong one) quickly is much less painful than what you're going through when you're agonizing over it.

I suggest doing a simple Pro/Con exercise to ease the pain. Get out a piece of paper, write the subject/option at the top, draw a line down the middle of the paper, write the word "Pro" on the left and "Con" on the right. Now list the positives and negatives of making that particular decision. Repeat the same process for your other option and compare the two.

Now, make a decision. It's as simple as that.

Once you make a decision, it's over. You can move on with your life. It's like a weight has been lifted off of your shoulders. So stop waiting and start living.

Try it and let me know what happens!

Imagine That Everyone Is Enlightened

So I'm in line to check out at the grocery store and there's an older woman in front of me. She was in one of those electric carts and had probably 30 cans of food in her basket. One by one she's putting them on the counter (very slowly), then she stops in the middle she asks for a price check on three items, which takes a few more minutes (seems like a lot longer to me). If this isn't enough, when she reaches the register she pulls out a checkbook and the wait continues. I feel tense and then let it go. This wasn't always the case. I used to hold on to that tense feeling and blame the other person. That is, until I discovered a mindset that changed the way I looked at situations like these.

What's the mindset?

Imagine that everyone is enlightened except you.

This way of thinking gives you a chance to practice something that is probably completely unacceptable to you. However, if you give it a try, you might find that it's one of the most helpful exercises you can do.

As the title suggests, the idea is to imagine that everyone you know and everyone you meet is perfectly enlightened. That is, everyone except you! The people you meet are all here to teach you something.

Your job is to try to determine what the people in your life are trying to teach you. You'll find that if you do this, you'll be far less annoyed, bothered, and frustrated by the actions and imperfections of other people. You can actually get yourself in the habit of approaching life in this manner and, if you do, you'll be glad you did. Often, once you discover what someone is trying to teach you, it's easy to let go of your frustration.

For example, suppose you approach someone and they reject you. Rather than feeling frustrated, ask yourself the question, "What are they trying to teach me?" You may be surprised how fun and easy this is. All you're really doing is changing your perspective from "Why are they doing this?" to "What are they trying to teach me."

Try it and let me know what happens!

Oh yeah, I almost forgot...what was woman at the grocery store trying to teach me?

Patience!

I still need a small reminder from time to time.

That Doesn't Happen To Me Anymore

Here's a question I get a lot regarding bad interactions with women,

"Brent, what do I say when a woman says_____ or does_____."

I'm sure you're really tired of my response, which always starts out with,

"That doesn't happen to me anymore."

I mean, I'm supposed to be helping you...right? The reason I do that is because I want you to focus on the positive instead of the negative. The longer you live in the world of "bad responses and situations" the more they will happen.

Now, you're thinking,

"But Brent, they DO happen!"

I know, I know. But every time you repeat the experience verbally or even as a thought in your head, you're reliving it. And since your mind doesn't know the difference between real and fake, it assumes that whatever it hears is the law. Stop focusing on what they're doing and keep the focus on what you're doing and who you're being.

It's a very slippery slope when you focus on the woman's bad response because, as men, we subconsciously WANT the negative response (sounds crazy doesn't it?) so we can prove how good we are at turning the situation around. It goes back to us liking only complicated situations or situations that require a lot of effort because we're taught to feel better only when we've accomplished a difficult task.

Why do these situations happen?

There could be a few reasons such as you giving off bad energy, or using what I teach you as a technique to get something from her or maybe she has her own issues that have nothing to do with you. Either way, obsessing about the "Why" for too long is unproductive so instead just change the thought you have about it. In other words, switch the story to a positive outcome every time you relive it.

So, from now on, take the simple path and you'll be asking me the same question but it'll be in a different context such as,

"Brent, what do I say when a woman says that she wants to make out with me in the bathroom or is trying undress me in a public place?"

Try it and let me know what happens!

I Can't Believe You Remembered My Name

My clients are often amazed at the amount of names I can remember when we're out. I'm greeting everyone and making introductions. Remembering names and using them is incredibly powerful and if you can master this it will set you apart from almost everyone else. When you remember someone's name they're flattered and impressed. You make them feel important and special. Remembering names also shows that you're listening, builds rapport and helps overcome the natural barriers that separate people who don't know each other.

How do you do it?

- * Focus on the moment of introduction. Make direct eye contact, smile, and extend a firm (not limp and not vice grip), friendly handshake. Holding on for an extra second can help you focus on the critical moment of introduction and what is about to come next...their name.

- * Don't think about what to say-listen for the name. Concentrate your complete attention and listen. If you missed the name, simply say, "I missed your name" or "I didn't catch your name". If the name is unusual, a foreign name, or you're still not sure what they said, ask: "Can you spell your name for me? I want to make sure I get it right."

- * Repeat the name aloud. By repeating it, you think it, say it, and then hear it again, giving you three more repetitions in addition to hearing the name the first time. Repetition is one of the keys to retention and recall.

- * Think of someone you know with the same name. Lock in on the first person who comes to mind and think of that same person each time you meet someone new with that name.

* Use the name during and at the end of the conversation "Jenny, when you said that you..." "John, what made you decide to ..." "Debbie, it was great hearing about your trip to..." "Ken, it was great chatting with you." Using their name personalizes the conversation as it reinforces your memory and ability to recall it the next time you see them. Ending it with their name leaves a great first impression and completes the cycle of starting, continuing, and ending a conversation.

If you perform these mental operations all the time, your ability to recall first names will improve tremendously. The, when you see people you've met before and you use their names, they'll say, "I can't believe you remembered my name!"

The rapport that comes from remembering someone's name allows people to instantly like you. As a result, a good conversation will probably begin spontaneously, and you'll both feel good about talking to each other. And that's just the beginning.

Try it and let me know what happens!

Wingman's Revenge

There's nothing more satisfying than witnessing your friend failing to deliver that clever line and seeing the opportunity to pounce on the unsuspecting victim and snatch her right from under his nose. Even better? Causing it to happen. A national pastime, among friends, known as "C#%! Blocking."

Nearly everyone feels a ping of delight in their

pal's misfortunes. The joy is greatest when a friend's dating prospects are hampered (tripping at a bar, getting shut down hard), since it means reduced competition for women.

Back in the day, my friends and I operated like this as well. We had the scarcity mentality as opposed to abundance. Although it was fun, it meant a lot of needless infighting. The more I thought about it the more I realized that if we were such good friends shouldn't we be building each other up rather than tearing each other down? Wouldn't we be more effective if we did things backwards and operated as one cohesive unit? As most things I've discovered, doing things the opposite of how we've been taught is usually the correct choice. So now, whenever we're introducing a friend we'll say something like, "This is Steve, you'll love him. He's one of the greatest guys in the world."

I'm always telling you to give out or send out good energy so why would your friends be exempt. In fact, they're a great place to begin.

Relationships with women come and go but friends are forever.

Try it and let me know what happens!

What's Really Important?

It's quite easy to get lost and overwhelmed in the chaos, responsibilities, and goals of your life. Once you're overwhelmed, it's tempting to forget about and postpone that which is most important to you.

What to do?

Ask yourself, "What's really important?"

As part of your morning routine, take a few seconds and ask yourself this question. Reminding yourself what's really important helps you keep your priorities straight. It reminds you that, despite your multitude of responsibilities, you have a choice of what is most important in your life and where you put your greatest amount of energy.

It might sound too simple, but I think you'll find it quite effective at keeping you on track. When you take a few moments to remind yourself of what's really important, you'll find that you're more present-moment oriented, in less of a hurry, and that being right loses its appeal. Conversely, when you forget to remind yourself of what's really important, you'll find that you can quickly lose sight of your priorities and, once again, get lost in your own busyness. You'll rush out the door, work late, lose your patience, skip your workout, and do other things that are in conflict with your life goals.

If you regularly take a minute to ask yourself, "What's really important?" You may find that some of the choices you're making are in conflict with your own stated goals. This idea can help you align your actions with your goals and encourage you to make more conscious decisions.

Try it and let me know what happens!

Are You Impressed?

Are you always doing things and buying things so your friends will think you're cool?

Do you keep hanging out with a hot girl even though there's lots of drama, or hit on a specific type of girl or even marry one because it makes you look good in front of guys you don't even know?

When you think about being successful with women and there's any part of it that involves looking good in front of or impressing other men, you're going down the wrong road.

By now you guys probably know that you're programmed to do almost everything you do and acquire almost everything you acquire in order to look good to women. What you may not realize is how much you do a lot of the same stuff (and more) in order to look good to other MEN! This may all stem from when you wanted to be popular back in high school. Now, if you check up on those popular kids, you might be surprised at how many of them aren't popular anymore. In fact, many of them are leading very unglamorous lives.

A lot of what you waste your energy on won't matter even a year from now, much less for eternity. Don't trade your life for temporary things. You've probably heard the adage "You can't take it with you." It's true. No matter what you acquire in this lifetime, when you're gone, will be some else's . . . even your woman. You've probably also heard the adage "He who dies with the most toys wins." Wins what? I guarantee that no one cares as much as you've been led to believe. So, at some point in your life you must decide whether you want to impress people or influence people.

Stop impressing others and start impressing yourself. The feeling you'll have from that will

be . . . impressive.

Try it and let me know what happens!

More Is Better...

We live in the most affluent culture the world has ever seen. Estimates are that although we have only 6 percent of the world's population in America, we use almost half of the natural resources. It seems to me that if more were actually better, we would live in the happiest, most satisfied culture of all time. But we don't. Not even close. In fact, we live in one of the most dissatisfied cultures on record.

It's not that having a lot of things is bad, wrong, or harmful in and of itself, only that the desire to have more and more and more is insatiable. As long as you think more is better, you'll never be satisfied.

As soon as you get something, or achieve something, you simply go on to the next thing-immediately. This takes away your appreciation for life and for what you already have. It seems that whatever you do- buy a home or a car, eat a meal, find a hot woman, buy some clothes, even win a prestigious honor-it's never enough.

What to do?

Convince yourself that more isn't better and that the problem doesn't lie in what you don't have, but in the "longing for more." Learning to be satisfied doesn't mean you can't, don't, or shouldn't ever want more than you have, only that your happiness isn't contingent on it. You can

learn to be happy with what you have by becoming present, by not focusing so much on what you want. As thoughts of what would make your life better enter your mind, remind yourself that, even if you got what you think you want, you wouldn't be one bit more satisfied, because the mind-set that wants more NOW would want more THEN. Is this making sense?

Develop a new appreciation for the things you already have. See your life from a fresh perspective, as if for the first time. As you develop this new awareness, you'll find that as new possessions or accomplishments enter your life, your level of appreciation will be heightened.

An excellent measure of happiness is the differential between what you have and what you want. You can spend your lifetime wanting more, always chasing the next best thing-or you can simply decide to consciously want less. The latter is infinitely easier and more fulfilling.

Try it and let me know what happens!

What Are You Getting Used To?

You've probably heard the adage "you can get used to anything". It's true and simpler than you think. Check out this e-mail I received the other day:

"Hey Brent,

You said you're getting sick of telling me what you said on the subject of getting let down!

So why even help me? Its ok I'M GETTING USED TO GETTING LET DOWN!

I really don't know what to think of my self anymore. I'm just so confused about women. Why are they so stuck up? Why do they play mind games with my heart? I'm just sick of getting hurt/turned down every day. When I try to ask a girl out on a date I'm JUST SICK OF HEARING YOU'RE NOT MY TYPE/YOU'RE TOO OLD/I'M WITH SOMEONE/ETC. I really don't know whom to talk to any more."

My response:

I have a lot of patience these days so I probably said, "stop pursuing, stop focusing on the negative, notice how you benefit and stop resisting."

You can't BE let down. You can only FEEL let down. And, you're focusing on feeling let down. So, of course, you're attracting more of what you don't want. Each time you interact with a woman you bring the baggage from past experiences (what happened last time) and your worries about the future (hoping it won't happen again) with you. This mindset is actually causing the women to react negatively to you.

There's a saying, "If you keep doing what you're doing you'll keep getting what you're getting."

And what you're getting are benefits. You read that correctly. You're sub-consciously getting something out of this behavior or you wouldn't continue to display it.

What benefits might you be getting?

*You can continue feeling sorry for yourself

*You can continue complaining about it

*You can avoid feeling bored

*You can continue to avoid doing work on yourself

*You can continue to have convenient excuses for your lack of everything, which is a form of resistance

It's possible that you identify so closely with your issues that they've become your identity and secretly you're scared that without them you wouldn't have one.

What should you do?

*Realize that feelings aren't facts...they're just feelings.

*Let the bad feelings go

*Change the reason you go out. Go out to have a great time and meet a lot of people. Not to get dates, get phone numbers, get laid or get relationships (no pursuing)

*As an exercise, compose the e-mail again. But this time write exactly how you'd like your life to be, allowing everything to be positive.

*Use the improved e-mail as your new visualization. Go over it as often as possible until you convince your self of your new reality.

By changing the way you look at everything, everything you look at will start changing. So start getting used to THAT.

Try it and let me know what happens!

Do You Belong?

I'm often telling you that the key to having

faster success is believing. Believing that what I tell you is actually possible, believing that it's possible for YOU and not just ME and believing that you deserve it. It's definitely true. But there's an additional key. Belonging! Since we're an inherently communal species we're pre-programmed to do things together. Ask any successful person what one of their secrets is and they'll tell you that they couldn't have done it alone or that you should surround yourself with great people or that it takes a team.

While your journey may be personal it shouldn't be private. The person who says, "I don't need anybody," is either arrogant or ignorant. It's like being a child without a family and today's culture has created a lot of orphans. Many guys hop around from method to method without identity, accountability or commitment.

There are many reasons to belong to a select group:

- * Avoiding Confusion. Studying too many conflicting ideologies will cause you to spread your energy too thin and you'll never be good at any one thing. You've probably heard the adage, "Jack of all trades, master of none."
- * There's Power In Numbers. If you're really committed to reverse engineering how we socialize then you're stronger as part of a community and change will happen faster.
- * Avoiding Isolation. A group is like a classroom for learning and a lab for practicing what I'm teaching you. As a participating member you learn to identify and share your experiences and the experiences of others in a positive, supportive and giving manner.
- * You Need More Than Reading Books, Reading Newsletters And Receiving Coaching To Grow. You need the ongoing support of other believers. You'll grow much faster and stronger by learning from each other and being accountable to each

other. It's important to be part of something because it proves you're committed in reality, not just in theory. Being part of a positive group is essential to living a healthy life. It also gives you what I call the four Ps.

*Purpose

*People

*Principles

*Power

Purpose to live for, people to live with, principles to live by and power to live. So, find a group and stick with it or form your own.

Try it and let me know what happens!

Steering The Ship

One of the reasons that you may not be absorbing and assimilating what I teach is that you might be trying to change everything at once; because you think that small changes don't mean much. No matter which small change you make, whether it's letting go of your past social failures, changing the reason you go out, or giving instead of getting; these small changes will have a very large effect overall. Not only on you but also, on everyone you interact with.

R. Buckminster Fuller popularized the expression; "Trim Tab Factor" to describe a small effort at the right time and place that creates a major social change in the direction of cultural drift.

Let me illustrate it for you.

Oil tankers are huge ships and are about as

manageable, when it comes to steering, as society. Oil tankers are often more than 450 meters long and they can carry over 250,000 tons of crude oil. Some tankers are so long that the crew use bicycles to travel from one end of the boat to the other. The main rudders on these ships can weigh over 100 tons and its completely impossible, by any mechanical means to turn these huge rudders against the flow of the current that rushes down the side of a moving ship.

So, how do they steer?

Simple. On the trailing edge of the main rudder is a small rudder, which weighs only about 100 pounds. It's called a "Trim Tab" and when it's turned into the rushing current, it uses the force of the water to push the larger rudder in the opposite direction. So the next time you're feeling overwhelmed with all of the changes you want to make, remember that each one can have a tremendous effect.

Try it and let me know what happens!

Do You Ever Stop Thinking?

One of the biggest hindrances to your improvement in the area of "Success with Women" has to do with your thoughts.

Some of you think way too much. You sometimes call it "being in your head". Your head is filled with negative thoughts and emotions and it feels like your mind is racing and you can't shut it off.

Why does it happen?

Because when a thought arrives you don't ignore it. Instead you decide to latch onto it and start obsessing over it. Your thoughts never appear fully formed. They start out much simpler. You'll notice that thoughts don't just go on and on. There are pauses between them. Most of you currently fill these pauses with more thoughts as fast as you can. The same way you try and fill the awkward silence in the conversations you have with women.

What should you do?

Simple. Practice "not thinking." You can actually turn your unproductive emotions and negative thoughts off like a light switch. If everybody learned this, it would really change things in the world. It's very powerful in all aspects of your life.

How?

Start paying attention to your thought process like you're an outsider just observing. Be careful not to get caught up in the ACTUAL thoughts.

Look at the natural pauses between your thoughts and practice not generating more and more of them. Now see if you can do that for longer and longer periods of time. It's not going to happen overnight but with practice you should see steady improvement.

What do you think?

Try it and let me know what happens!

Are You Limp?

I was at a conference recently and someone came up to me. They extended their hand, I grabbed it and it was completely limp. By the way, this wasn't a fan...it was someone who wanted to do business with me. Unfortunately, the message that was conveyed to me at that moment was one of low self-esteem (no confidence), low status and extreme vulnerability (easy to take advantage of) among others. Obviously, how you shake hands says a lot about you.

Here's a roundup of the common handshakes to avoid:

The Jellyfish- Your limp hand moves their way. They grasp it (like I did) and it turns to mush. Jellyfish handshakes create the impression that you are spineless.

The Knuckle Breaker- Their hand disappears into a vice and comes back sore.

The Finger Squeeze- You don't clasp their hand; you grab their fingers only. When done with a light touch, this gesture appears prissy and/or suggests that you aren't sure you want to touch their whole hand. With a heavy touch, it can become the "Ring Squeeze." Marks from their ring are clearly etched in at least two other fingers.

The Covered Handshake- You put your left hand over the hands clasped in the handshake. Those of you who are "touchers" may perceive this as a show of warmth. But others may see it as a power play or feel that they are being patronized.

How should you do it?

A firm clasp is the handshake of preference for greeting people, agreeing to a deal and departing

as friends. It's a web-to-web handshake that's neither weak nor forceful.

That's it...simple.

Try it and let me know what happens!

Excuses, Excuses!

When you can't do something you often say,

"I can't because_____."

Be careful of this, as it's a slippery slope.

Most of you stop there and just figure that it's the way it is and can't be changed. You think you have no choice. It's also a convenient OUT for you to not do something or not progress in your life.

"Brent, I had to call her four times before she called me back because_____." is a bad way to live your life.

Anyone can create a seemingly logical explanation for why they can't make a change in their lives, but unless you've committed yourself to whatever it is you're attempting to be, so-called explanations become mere excuses.

There are two types of people in the world: Those who see life's events as opportunities and those who classify their lives as a series of complicated catastrophes. The opportunity-seekers continually set up clear pictures of the things they wish to manifest and then allow them to happen. If they run into an obstacle, they turn it into an opportunity.

On the flipside, a typical catastrophe-seeker spends their time and energy developing novel-length excuses for why they don't have better relationships, aren't happy with their careers, or can't get themselves out of whatever it is they feel "stuck" in. These individuals have a detailed, complex rationalization for why they can't invoke change in their lives, citing a multitude of extenuating circumstances and obstacles to their path, and why a series of catastrophic events prevents them from having just about anything they desire for themselves. Their list of excuses goes on and on, and their lives continue to spiral out of control.

How do you know which one you are?

Simple: You're an opportunity-seeker if you can easily identify doors of opportunity on your path ahead of you. You're a catastrophe-seeker if you have at least one excuse for not walking through them!

What do you do if you're a catastrophe-seeker?

Unfortunately, if you are one then you've probably come up with one or more reasons why you should skip the rest of this newsletter! However, if you're willing to change, then stop for a moment and think about your negative self-talk. Is it the truth or simply a skewed interpretation of the truth?

Reframe your perspective.

Whenever you find yourself mired in this self-talk, write it down on paper as a complete "story" of your life at that moment. When that's done, simply rewrite that story into a new and more positive one where you aren't the victim, and there are no excuses. In this story, you are the hero, and you're entirely responsible for your past, present and future.

Here's an example:

Negative Personal Story

"I lost my legs and right eye in a motorcycle accident and I'm in a great deal of pain, and my mom hates me, and I never knew my dad, and my sister is my mom's favorite, and they leave me here all by myself in the hospital and I'm miserable, and my girlfriend left me, and..."

Positive Personal Story

"I lost my legs and right eye in a motorcycle accident and I'm in a great deal of pain. My body has amazing healing abilities and I know I'll overcome the pain and go on to become the most talented one-eyed porn star in adult movie history! And who knows, maybe I'll meet a woman who likes me for ME and my true talents and not the size of my feet!"

Sound too simple?

I understand that it's not always that easy to find the courage to let go of the past and rewrite your personal story, but with practice, it becomes easier and easier. Over time, as you become more conscious of the negative self-talk, let go of your lame excuses, and choose a more positive outlook, you'll wonder what all the fuss is about.

Try it and let me know what happens!

Changing Your Autopilot

To change your social life, you must change the way you think. Behind everything you do is a thought. Every behavior is motivated by a belief, and every action is prompted by an attitude.

Imagine riding in a small plane with an automatic pilot set to go east. If you decide to reverse and go west, you have two possible ways of changing direction. One way is to grab the yoke (control wheel) and physically force it to head in the opposite direction from where the autopilot is programmed to go. By sheer willpower you could overcome the autopilot, but you would feel constant resistance. Your arms would eventually tire of the stress, you'd let go of the yoke, and the plane would instantly head back east, the way it was internally programmed.

This is what happens when you try to change your social life with willpower. You say, "I'll force myself to go out more...talk to everyone...give out my number...quit being needy and pursue less." Yes, willpower can produce short-term change, but it creates constant internal stress because you haven't dealt with the root cause. The change doesn't feel natural, so eventually you feel frustrated, have too many drinks, and start drunk-dialing. You quickly revert to your old patterns.

There is a better and simpler way: Change your autopilot. Your first step is to start changing the way you think. The way you think determines the way you feel, and the way you feel influences the way you act.

To accomplish this you must go through a mental shift. There are two parts to doing this. The first half of this mental shift is to stop thinking immature thoughts, which are self-centered and self-seeking. Babies by nature are completely selfish. They think only of themselves and their own needs. They are incapable of giving; they can only receive. This is immature thinking. Unfortunately, many people never grow beyond that kind of thinking.

The second half is to start thinking maturely, which focuses on others, not yourself.

Many of you assume that your maturity is measured

by the amount of information on dating, seduction or self-improvement that you know. While knowledge is one measurement of maturity, it isn't the whole story. Living the carefree life I always talk about is far more than creeds and convictions; it includes conduct and character. Your deeds must be consistent with your creeds, and your beliefs must be backed with matching behavior.

This is not a philosophy, but a relationship and a lifestyle. The core of this lifestyle is thinking of others instead of yourself. This kind of thinking is unnatural, counter-cultural, rare, and difficult. Fortunately you have help.

Try it and let me know what happens!

The Mind Store

Question:

Brent, I'm shy and when I'm out I see these hot women and want to talk to them but get scared and leave without saying anything. Afterwards I feel like there won't be more women like them, I missed my chance Etc.; then I beat myself up over it. It starts out small and then grows until I can't stop thinking about it. I obsess about it. It's driving me crazy. Why does this happen?

My Answer:

Whether it's scarcity or fear of loss or some other reason, the catalyst for your growing issue is the type of thoughts you put into your mind after it happens.

Let's say you go down to your local mind store and

you buy this incredible mind that's hungry for thoughts. You bring your new mind home and as soon as you boot it up it will multiply, amplify and defend whatever it finds. Your new mind doesn't care what thoughts you put in it. It will multiply, amplify and defend anything you put in it. That's incredible when you think about it. In fact, the more you think about it the more amplified the idea becomes.

The mind will multiply, amplify and defend whatever you put or allow into it. If you want to trash the mind up with negative stories about your evening or self loathing or plans for revenge or grudges or even fantasies about being successful with women, rich, good looking and famous it doesn't care. It'll multiply, amplify and defend a rumor or lie as quickly as it will the truth.

To a mind one thought tastes pretty much like another thought. It's hungry for thinking and it doesn't care what you feed it...as long as you feed it. It's like they say in the computer world, garbage in garbage out. It's almost as if the mind was modeled after a computer...think about THAT for a moment.

An additional note: It's the meaning you assign or attach to what happened that's really at issue here. There's always "what happened" and then there's "the story you tell about what happened" and they're usually two different versions.

So the next time you're about to put/allow a thought into your mind, realize that you have a choice as to what type gets in and know that what gets in grows.

Try it and let me know what happens!

Never Say "Never"!

Next time you find yourself saying,

"I'd never be able to do that!"

Write it down and put it on your fridge, computer, bulletin board or file cabinet under the header "Consider This!" Once this is done, take a few minutes to imagine yourself doing the thing(s) that you've proclaimed you'd never be able to do.

How does it feel?

What is required to get to that point: more education, a significant or more subtle lifestyle change, or more importantly, a more open mind and willingness to accept change?

Now, set the note aside and watch what unfolds over time. Do you find yourself drawn towards the item or items you've listed? Do new opportunities present themselves to you?

This might seem like a simple or even boring exercise, but it is also a revealing and even life-changing one in that it reveals core beliefs that can create obstacles in your life. When you identify these beliefs, and transform them into new ideas or "potentials", you invite more great things into your life.

Try it and let me know what happens!

Chasing Shadows

Question:

Brent, I've given up pursuing and gone beyond wanting to get physical with women; and miraculous things are happening. The first glimpse I had was when I was out with you and even though I saw it I didn't believe it completely. Before finally giving it all up I went back to my old way of doing things but couldn't stop thinking about the experience of total power and peace. Here's my question, I'm having a problem explaining this new way of being to my friends. They don't believe me and are resisting so there's some friction between us and it's difficult to stay on track when you're the only one in your group who believes in something. They're still pursuing and getting limited results and get mad when I tell them they're going about it the wrong way. Any suggestions? I want to help them but don't know how.

My Answer:

Philosophers and spiritual teachers have been asking themselves for the last five thousand years what influences are favorable to the development of an enlightened consciousness...and why.

There's a profound story that portrays people as prisoners being held in a dark cave since childhood. They sit facing a wall and behind them is a raised platform and behind that is a fire. Their captors wave dolls back and forth through the light of the fire and these objects cast shadows on the wall in front of the people. The people don't see the fire and they never look at the dolls because their bodies and heads are

chained so they can't look at the person next to them or move in any way. They only see the shadows that the dolls cast on the wall in front of them. The people come to believe that these shadows are reality. They name the shadows and start competing for who can name them the fastest and how many they can name, which one will come next Etc. They hear the voices of the puppeteers and believe that they are the voices of the shadows. And they suffer greatly as a consequence of their belief. They believe the shadows are reality because they know NOTHING but shadows and they assume there is nothing BUT shadows.

One day, by fate or by circumstance or maybe even by accident one individual is able to turn his head around. As he turns his head he sees the dolls going back and forth in front of the fire. In that moment he realizes that the shadows are only shadows and that suffering is caused by ignorance. He goes back briefly to watching the shadows and suffering. Even though the experience doesn't last, at least he knows and he's had this extraordinary moment of consciousness in which he realized that the shadows were shadows. In having seen the truth, it will tug at him until he finally walks out into the sunlight. He'd like to stay out in the sunlight for the rest of his life but he feels an obligation to the people who are still suffering, who still believe in the shadows and who believe there's nothing BUT shadows. His biggest challenge is how to tell them.

If he goes back into the cave and he tries to tell the truth, they won't understand him, they won't believe him. They've never heard the word "sunlight." They will feel that he's insane and a troublemaker. And, he'll either end up imprisoned in the shadow world or maybe even crucified... because his words about sunlight are meaningless to the people who have only seen cave shadows.

The principle obstruction to their awakening is the belief that they're already awake.

Now, while the above statement is true there is,

within it, a sense of being made wrong.

Ex: "What do you mean I'm not awake!?"

It's a threat to the ego and this is no fertile ground for self-development or self-growth. But eventually, if he survives long enough, this realized being grows smart enough to circumvent the ignorance and the intolerance of the shadow watchers. He gains the ability to understand and manage creation. He operates from the viewpoint of higher-self without needing approval or applause. He simply takes responsibility for transforming these people and transforming civilization. He learns how to inspire. And he inspires the people who are trapped and suffering in their shadow reality. He learns how to inspire them to turn around and see the light without making them wrong.

Give your friends lots of room to believe what they believe. Remember, they're just chasing shadows. If you want to help them (and have a good relationship with them) you have to take this into consideration and avoid making them wrong. Instead, be patient and inspire them to see a new way. When they do things the way they do them, don't get sucked in...do your own thing and let your actions (and results) speak louder than your words.

Try it and let me know what happens!

Got Fear?

No matter how good you are at attracting what you want, you may experience "down time" or periods in your life when no matter how much you work on allowing great things into your life, you lose your forward momentum. Even the most successful people experience reversals of fortune, but no matter what, they always seem to end up on their feet.

What makes these people different from the rest of you?

Simple: they allow fear to flow through them in the face of change, and look for new opportunities or creative solutions to emerge. Then, they take a leap of faith, even if it requires giving up old ways of doing things.

Here are some things to keep in mind that will help you through the rough patch:

- * Don't freak out! What goes up must come down, and vice versa. During the down times, play it conservative in terms of managing your social life, for instance. Meanwhile, don't be afraid of new opportunities that could lead you down a different path. Keep in mind that there just might be a pot of gold at the end of the new path if you take some calculated risks to get there.

- * Allow the fear (of change) to flow through you, and keep moving forward. Many of you tend to get paralyzed in the face of change and a downturn in your fortunes. If you experience fear, feel it flow through and out of your body, then move yourself down the path that you're being pointed. With time and patience, you're likely to find your life even better than before.

* Keep visualizing the positive and resist the urge to allow the negative in. When confronted with change, resist the urge to visualize the worst-case scenario. This will allow you the room to come up with creative solutions to your situation.

* Give up the past. Sure, it's painful to let go of what we know to be an absolute truth in light of an uncertain future, but it's all a natural part of life. The sooner you give it up, the sooner you'll have nothing to lose!

Try it and let me know what happens!

The Quick Fix

The topic of one of my recent newsletters was "not thinking" or stopping your mind from racing, mostly with negative thoughts. But if you're going to think, faster is always better.

If you're pondering your failures in life, list as many as you can in 60 seconds. Or sprint around the corner. You'll feel better, I promise. And the same is true for positive thoughts. You'll be happier when you race through those thoughts rather than when you think each one slowly. When you think faster, you're happier as a result. You'll feel more powerful, creative and energetic.

By manipulating your own thought speed with some simple tasks, it may be possible to boost your mood or kick yourself out of a mild funk.

You can reap the benefits of fast thinking while sitting at your desk, waiting in line at the post office, or drinking your morning coffee.

In 60 Seconds

- * Brainstorm your top 10 dream vacation destinations
- * List the 15 favorite people in your life
- * Write 20 three-letter words
- * Say 30 words that begin with "M"

Fast Action

- * Set your screen saver to scroll quickly through inspirational quotes
- * Rapidly recount a story to friends
- * Scan headlines of a newspaper quickly
- * Play Boggle, charades, or Taboo
- * Get up and do a set of jumping jacks

Try it and let me know what happens!

Pure Energy

I'm always telling you that it's your "energy" that's the key to having an extraordinary life but some of you are having a hard time grasping the concept. So, I think it's time that I explain it.

Here it goes:

Nobel Prize winning physicists have proven beyond doubt that the physical world is one large sea of

energy that flashes into and out of being in billionth's of a second, over and over again. This is the world of quantum physics. They've proven that thoughts are what put together and hold together this ever-changing energy field into the "objects" that you see. So why do you see a person instead of a flashing cluster of energy? Think of a movie reel. A movie is a collection of about twenty-four frames a second. Each frame is separated by a gap. However, because of the speed at which one frame replaces another, your eyes get cheated into thinking that you see a continuous and moving picture.

Think of a television. A TV tube is simply a tube with heaps of electrons hitting the screen in a certain way, creating the illusion of form and motion. This is what all objects are.

You have five physical senses:

Sight, sound, touch, smell, taste.

Each of these senses has a specific spectrum; for example, a dog hears a different range of sound than a human does; a snake sees a different spectrum of light than you do; and so on. In other words, your set of senses perceives the sea of energy from a certain limited standpoint and makes up an image from that. It's not complete, nor is it accurate. It's just an interpretation. All of your interpretations are solely based on an "internal map" of reality and not the real truth. Your "map" is a result of your personal life's collective experiences.

Your thoughts are linked to this invisible energy and they determine what the energy forms. Your thoughts literally shift the universe on a particle-by-particle basis to create your physical life. Look around you. Everything you see in your physical world started as an idea, an idea that grew as it was shared and expressed, until it grew enough into a physical object through any number of steps. You literally become what you think about most. Your life becomes what you have

imagined and believed in most. The world is literally your mirror, enabling you to experience in the physical plane what you hold as your truth...until you change it. Quantum physics shows us that the world is not the hard and unchangeable thing it may appear to be. Instead, it's a very fluid place, continuously built up using your individual and collective thoughts. What you think is "true" is really an illusion, almost like a magic trick. Fortunately we've begun to uncover the illusion and most importantly, how to change it.

What is your body made of?

Nine systems including cardiovascular, nervous, and skeletal systems.

What are those made up of?

Tissues and organs.

What are tissues and organs made of?

Cells.

What are cells made of?

Molecules.

What are molecules made of?

Atoms.

What are atoms made of?

Sub-atomic particles.

What are sub-atomic particles made of?

Energy!

You are pure energy. Energy that is constantly changing beneath the surface, and you control it all with your powerful mind.

If you could see yourself under a powerful electron microscope and conduct other experiments on yourself, you would see that you are made up of a cluster of ever-changing energy in the form of electrons, neutrons, photons, and so on. And so is everything else around you. Quantum physics tells us that it is the act of observing an object that causes it to be there where and how we observe it. An object does not exist independently of its observer!

So, as you can see, your observation, your attention to something, and your intention, literally creates that thing. This is scientific and proven. Your world is made up of spirit, mind, and body. Each has a function that is unique to it and not shared with the other. What you see with your eyes and experience with your body is the physical world-which we call BODY. Body is an effect, created by a cause. This cause is THOUGHT. Body cannot create. It can only experience and be experienced; that is its unique function.

Thought cannot experience-it can only make up, create, and interpret. It needs a world of relativity (the physical world, i.e. body) to experience itself. SPIRIT is "all that is;" that which gives life to THOUGHT and BODY. Body has no power to create, although it gives the illusion of power to do so. This illusion is the cause of much of your frustration. Body is purely an effect and has no power to cause or create.

The key to all of this information is how you learn to see the universe differently than you do now so that you can manifest everything you truly desire. Change the way you look at things and the things you look at will change.

Try it and let me know what happens!

Step Into My Office

You walk into your workplace and your boss says,

"John, can I see you for a minute?"

Then proceeds to tell you that your performance isn't up to snuff.

Nobody likes receiving negative feedback from the boss, but I bet you didn't know that it's what you do/say next that will make the difference between this being the ultimate showdown or a great learning experience and opportunity for growth; maybe even a promotion!

Here's how to be on track for that promotion:

* Don't make the situation worse by being confrontational. Sit back, relax and take it in. Save your defense, explanation, clarification, and justification or even legitimate outrage for later when it might do you some good. Your best first defense against criticism is no defense at all.

* Appear to listen. Actual listening is even better. And the ultimate response would be to validate what you have heard. You might say "I see what you mean; I do have a problem multi-tasking." Most of your supervisor's irritation with you will vanish when you let him/her know that you heard what he said and you know what he means.

Now, take a few days and think about what he said. Then, try to use the feedback productively by asking yourself:

"What part of this is true?"

"Have I ever heard this before?"

"What would I have to give up if I changed?"

None of this is easy. But you can tell yourself that the criticism is a sign that you have potential. If your boss didn't think you were valuable, he wouldn't bother telling you how to improve. So next time you get called into the office, smile. You could soon be the boss!

Try it and let me know what happens!

The Major Value Of Goals

Question:

Brent, I'm very frustrated that I'm not making progress and reaching my goal of being a great seducer. It seems so far away and all the stories I hear about other guys having success just depresses me more and convinces me that I'm farther away than ever. I can't think of anything else. I thought obsessing over it would bring it to me. What's going on?

My Answer:

First of all, if your goal is to be a seducer you're signed up for the wrong newsletter. The only person you'll be seducing is yourself. Having said that, I'll continue with some general advice on goals.

I like goals and we all have them...they're a good thing. However, being obsessed with them over everything else in your life or having the wrong goals for the wrong reasons won't make you any happier once you reach them. In fact, once you reach them you might be miserable. And, you're

missing the point. Agonizing about not reaching goals and forgetting what you've learned on the journey is a waste.

The major value of reaching a goal is not to acquire it, but it's the person you become while you're working to acquire it. If you reach a goal but don't like who you've become there's no point.

There's a famous psychologist, Abraham Maslow, who created a hierarchy of human needs and do you know what he put on the top?

Self-actualization.

That's a fancy way of saying, who you become while you're working to fill the other needs is really what's important. When you realize that the game is not just the goal but who you become, during the journey, then some your goals may change. Running the race and running well, that's the real prize. Winning is not so important. It's how you play the game, not whether you win or lose.

Liking who you've become is also about what you're playing toward. Consider the goal of being a great seducer and tricking women into sleeping with you. When you get there and accomplish that, are you going to like who you've become?

Consider the goal of giving good energy, inspiring and being the type of guy who women are naturally attracted to; a guy who practices effortless effort...and when you get there and you accomplish that are you going to like who you've become?

Of course you will. When you're setting goals, one of the most important questions you need to ask is,

"When I get there and accomplish that, am I going to like who I've become?"

Who you become is more important than what you win. Some people have their self-awareness dial set to, "numb". The reason is because they have

pursued goals that weren't worthwhile and even though they've been successful it's turned them into someone who even "they" don't want to know.

So change your goals, change your reasons; change your life.

Try it and let me know what happens!

Catching Monkeys

In some Asian countries there is a very effective trap for catching monkeys. A slot is made in the bottom of a coconut, just big enough for the monkey to slide its hand in, but not big enough for the hand to be withdrawn when it's clenched. Then they put something sweet in the coconut, attach it to a tree, and wait for the monkey to come along. When the monkey slides its hand in and grabs the food, it gets caught. What keeps the monkey trapped? It is only the force of desire and attachment. All the monkey has to do is let go of the sweet, open its hand, slip out, and go free-but only a rare monkey will do that.

What's the secret to having all the things you want in the year ahead?

Give up wanting them, of course.

Now you're thinking,

"Brent, to have something, don't I have to want it in the first place?"

Make the statement about what you want, take some small steps in that direction and then forget about it. Just let it go. Here's the thing; once you have what it is that you want, you'll really

be no happier than you are at this very moment...so it's not as big a deal as you're making it. You have to give up all attachment to having what you want.

I'm out with a client recently; he's tall, good looking, dressed well, has a great personality and is financially successful.

He says,

"Brent, what's the secret to getting this last part of my life handled?"

And I said,

"Give up wanting to get this last part of your life handled."

In other words want it, give it up, relax and just have it. The rest of our evening was fantastic. He had women all over him and spent the next few days with a beautiful, smart woman we met at dinner that night.

Let go of the sweet. Leave the wanting at wanting and start visualizing already having it. So, think the thought, "I want _____." Agree that you don't need it (your life and happiness don't depend on you having it) then immediately release the thought and focus on having it. Don't focus on it completing you or making you the happiest person in the world or it solving all your problems. Instead focus on having it and it being no big deal...just like all the other stuff you already have and think is no big deal.

You have everything in you right now to be happy and fulfilled...when you finally understand this, you'll have everything you want...effortlessly.

Try it and let me know what happens!

Absolute Power

Those two words probably bring to mind images of conquering women and having them do anything you want. However, the image that SHOULD come to mind as you continue on your journey is one where you actually conquer YOURSELF and have YOU do any thing you want.

Let me explain:

Living deliberately requires courage and wisdom. These equate to power. Courage is the ability to perceive what is. Wisdom is the ability to foresee the consequences of an action. Combine them, and you have power. Power is the ability to remain present and aware and to shape reality.

You have some allotment of power, but you don't have the understanding or control over it that you could have. In your misunderstanding and confusion, you waste your power in pointless contests with each other. Your indoctrinated beliefs and your identities keep you in a competitive turmoil. Power that is used to aggrandize an identity or to possess something creates its own obstructions. Power that is used to acquire more power changes to fear.

When you finally allow yourself to be open to all of the things I'm telling you, you'll know how to handle power without creating repercussions. You'll be able to align your efforts into a synergetic influence capable of shaping that, which is so fundamental that it is present even before the future reality is conceived. This is one of the next levels.

How do you manage and preserve this power that you've gained, this power that is beyond the root of the world? How do you keep it from flashing back?

I'll give you four steps:

Create Integrity

The first step is to create integrity in your life. To know such wholeness that nothing is favored. To be everyone and everything to the point that dishonesty or denial of responsibility is unthinkable. That's the first practice of someone who is on a higher level. By that practice alone you will remain present and know the power of being present. Re-acquire the ability to create and experience simultaneously. Simultaneously means that there is no time interposed between the creation and the experience-no minute, no day, no lifetime. You don't create effects that you are not willing to experience. You cease your unconscious creation of time. The less time between the creation and the experience, the closer you come to being alive. Time is created to compensate for your loss of power. When you have sufficient power, you won't need time. You will be present.

Embrace Simplicity

The second step is to embrace simplicity. The Chinese symbol for this practice is an uncarved rock. It's uncarved because it doesn't have any definition yet. So this step has to do with shedding definition, letting go, not defining yourself, and not investing in a viewpoint. Your mind will quiet down on its own accord. Again, do this and you will wind up in the present.

Reduce Calculating Your Advantage

The third step is to reduce the time you spend calculating for your perceived advantage. Release your mind from the slavery imposed by your ego. Allow yourself the gift of universal perspective.

Wisdom will appear. Your actions will be guided by an intuitive, spontaneous, compassionately benevolent intent. There's no regret to pull you out of the present. There's no sense in trying to possess the result of your action, because in the moment of action you have already fully experienced the result. And you are still present.

See The Emptiness

The fourth step is to see the emptiness of your desires. Direct without possessing. What can you have? This idea of possessing implies time and definition and takes you out of the present. The past no longer exists, nor does the person who lives for the past. When you possess something, you have to have it for a length of time; you have to create some time in which it stays around. Along with the possession comes the creation of some time, and this time is a bet you place against your own power.

When you view yourself from the perspective of living in the world but still being a facet of that absolute power that generates time and the realities time enfolds, you will discover the power to shape the world. This is the next level!

Try it and let me know what happens!

Tired Of Being The Mayor?

I'm always telling you to be the Mayor and talk to everybody. But, what if you find your self in a situation where you're really exhausted and have

promised a good friend that you'd show up somewhere?

Is it okay to just relax when you're out or do you have to always be ON?

Relaxing is fine. In fact you're probably being more REAL then you have in a long time. You're actually being authentic and this is an opportunity for growth. So go with it as long as you're not using it as a technique and it doesn't become habitual or an excuse to be a wallflower.

As you know, I'm out and about all the time. When I have a chance for some down time I take it. Recently, I was out for a friend's birthday after coaching non-stop and was just beat. So I wasn't being the Mayor but being friendly, REALLY indifferent (because I was tired and just didn't care) and was still giving off great energy (because I was being real).

I was standing near this woman and I said,

"Hey, What's up?" (in a very unexcited voice)

She said,

"I'm fine, you?"

I explained that I was tired but rallied for my friend's birthday.

She said,

"I'm used to seeing you running around the place shaking hands and stuff, but I like this version of you...it's really hot."

As she's saying this, she's pulling me up against her at the bar and literally tells me we could get away with getting physical right there (because it was dark and she had a very short dress on).

I said,

"I've got to use the restroom"

And then I left. On the way there, a girl grabbed me and said,

"I'm in love with you. Would you come over to my place tonight?"

I thanked her and told her that I was on my way to the bathroom and might see her later. Upon returning from the restroom yet another girl grabbed me and said,

"Hey what are you doing? You don't look very excited."

I said,

"I'm beat and I think I'm done with this place."

She said,

"Let's get out of here and go to my place."

I'm not relating this story in order to brag. I'm telling you because I want you to know what's possible when you stop caring about it and lead a non-stressful life. It seems like no matter who I'm being the results are the same. Truth be told, both versions of me are real. Neither mindset is being used as a technique.

Will the above happen to YOU?

Maybe. Once you're comfortable being the Mayor you can be anyone you want. Either way, this is an opportunity for you to be real. Being real is something a lot of you are having trouble with. Being tired forces you to be real; so don't fight it. Welcome it and don't try to over compensate for it.

Bonus

When you've decided to stay home and receive a text from a woman who wants to meet up with you (at a public place) the same night she texts

you:

You can simply text,

"I'm beat and staying in tonight. Probably going to have a glass of champagne and relax."
This will be real and she'll feel your energy; and probably end up at your place within 30 minutes.

Try it and let me know what happens!

Are Women Really Into It?

You may be going through your life believing that women don't think about it or don't participate in it unless you somehow talk them into it. I'm going to tell you something that will probably stun you, as it has most of my live clients when they've seen women do all kinds of crazy things with us minutes (and often seconds after meeting us).

Women show up ready for it. Your job is to NOT talk them out of it!

You see, most women show up everywhere willing to do almost anything with the right guy (or girl). When you're in a particular location/situation and you're thinking, "This would be impossible", there is actually a guy who can do it. And, quite often he's not the best looking, best dressed, or richest guy in the room.

Women want it NOW, not LATER.

Why?

Because women are oppressed when it comes to it. They've grown up in a society that rewards

virginity and then when they get out in the real world they have men pushing themselves on them (which works once in a while but leaves both parties feeling bad). So when they meet a guy who has this specialized knowledge and allows them to be themselves, not judged for their desires and is completely indifferent to it, these women explode...and do things that would shock you. Remember, meeting a guy like the above is very rare.

Don't believe me?

What happens when you're brought up in a very strict household and then go off to college? What do you do when you get there and have no supervision? You go crazy. It's the same thing that happens to women when they meet a powerful man with the right energy. They go crazy!

So, how can you make sure you're not talking them out of it?

Stop trying to talk them INTO it!

I could go into all the things you currently do but I think you already know that if you avoid everything that resembles pursuing, you're off to a good start. So, I'll just tell you how to do it:

Accept what is. Most people live in the matrix and aren't aware of how things really work. Don't become overwhelmed by this new information or think that it means anything. Just go with it.

Visualize what is. Change your story from the one you currently tell yourself such as "it only happens to someone else" to your new story where everything goes your way. Visualize already having a life where this happens to you all the time.

What would that look like?

What would your life look like if you knew you

couldn't fail?

What would happen everywhere you go?

How would a guy, who can't fail, act?

Be what is. A guy who can't fail might have selective hearing. After he asks a woman a question like, "What's up?" no matter what she answers with he might say, "Listen, if you want to do it (or fill in black) with me just come out and say it. Stop beating around the bush."

Do it. He might just throw it out there, leave with her and do it.

Accept it.

Visualize it.

Be it.

Do it.

Try it and let me know what happens!

The Greatest Hiding Place

Question:

Hey Brent, I'm really unhappy in my life and am thinking about moving to a different city, getting a new job and starting over. I really want to leave this life behind. What do you think?

My Answer:

There's a Hindu legend that says we were all once gods. But eventually we abused our powers.

Brahma, the chief god, decided to punish us by taking away our divinity. Brahma called a meeting of the other chief gods to figure out where to hide our holiness. One god suggested hiding it deep beneath the earth. "No," Brahma said, "man will just figure out a way to tunnel miles below the surface." Another god suggested hiding our holiness at the bottom of the ocean. "No," Brahma responded, "man will just learn how to dive to the seabed." A third god came up with the idea of placing our divinity on top of a towering mountain. "No," Brahma said, "man will just climb every tall mountain on the planet until he finds it." Stumped, the other gods told Brahma they gave up-there didn't seem to be any place to hide our holiness and keep it out of our reach. "Wait," Brahma said with a smile. "I've got it. We'll hide man's holiness deep within himself-he'll never think to look for it there." Since then, we've spent ages digging below the earth, diving to the sea floor, and climbing tall mountains, looking for something that's already within us.

I've met a lot of unhappy people in the course of my life and you all have one thing in common...you constantly search outside yourself for happiness. When things get bad you convince yourself that moving to a different city, changing jobs or dating hotter women is the obvious answer. But after making these changes, that familiar restlessness feeling starts again. You're stunned to learn that wherever you go, whatever you do, whatever you acquire and whomever you're with aren't working. Your unhappiness has actually followed you. In reality, there is no place to hide...you'll have to deal with it right now where you are today. The good news is this means you have the potential to be happy. The bad news is your happiness is your own responsibility. You're the only one who can allow yourself to be happy. No one and nothing else can do it for you. Not even me or my newsletters.

So instead of rushing to leave this life behind by moving out of town, leave this life behind by

dealing with it now and changing what you don't like about it. Then, if you decide you want an adventure by moving to a new city you'll be doing it for the right reasons, have an actual chance of succeeding and you won't be stalked by your old adversary.

Try it and let me know what happens!

What's Your Story?

The following is a recent post/rant on the Attract Hotter Women forum and I thought my response might be helpful to you. I know it's long, but I've included all of it because it's an example of how committed you are (unconsciously) to your story. It's from a woman.

Forum Post:

"So, feeling a bit down at the moment. Had a somewhat fun trip to Kansas City this past week but getting the chance to travel (I haven't been able to travel in 2 yrs) always invigorates me and makes me feel desired for some reason. Got home yesterday afternoon, Friday, and now it's Saturday and NOTHING is going on.

Have been using affirmations for a month now, and last week I finalized and have been using this affirmation for a week: "I'm the queen of everyone and everything I survey, and so people adore me and cluster around me, especially all hot women aged 18 - 35 because they're all lesbians and they ask me to *** them and they compete over me, call me, chase me, etc" (it's a bit longer than this, also having to do with my health and wealth issues.)

I finally had messages on my answering machine for the first time when I got home yesterday but I ignored them until this morning because I wanted to chill and rest. And they were two business calls! Lol.

Now it's back to same-o same-o, back to the same lowbrow basic cable with commercials, (my Dad had the whole cable package, recordable, movie channels, etc. very very very mentally stimulating for me), it's back to no car, dialup internet, to entertain me now. Lame, lame, lame. Not even the periodic Saturday-night '80s night' at one club here that attracts bisexual women and where the men are acquaintances of mine and don't hit on me, is not happening again til the 26th.

Except for the sometime misery of being in my father's house around his grumpy ass moods with me (just me, he's not that way with anyone else that I can see), and being around my stepmother who I thought genuinely liked me until my father confessed to me (when they were going to divorce in 1990) that she never has, I felt vitalized, busy, content in Kansas City.

I was there to look for housing (I'm in public housing due to my very low income, I'm on disability for bipolar), and found that the KC neighborhoods available to me are smarmy inner city, and the one I like, the one where President Truman lived, called Independence, although its bus schedules have connections to downtown & into the Plaza for cool stuff to do, runs on a limited schedule like the one here in Columbia: no evening, Sundays or holiday service.

I haven't completely fallen into despair, though. I realize there are options available to me that I might not even be aware of. Part of my affirmation tells me that people and women buy and give me things I not only need but want. People have been giving me little things too; it's kind of cool... so I can see where my affirmations are leading...

I'm just depressed that it's Saturday and what

I'm experiencing hasn't caught up to my affirmations yet. I don't know what to do to get through this afternoon and tonight, cuz all I'm thinking about is wanting to socialize and how nobody has called me to do anything tonight. I'm actually, god forbid-- thinking about hanging out in the yahoo and gaycom lesbian chat room! On a Saturday night!!! I HATE typing to socialize!! LOL But I'm not booked, I'm not busy. I'm alone! AGAIN. Lol which is ok for the rest of the week (well, I kind of miss company and fun stuff to do on Sundays when there's no buses either), I'm into my ME time the rest of the week. I'm a writer and most of the time, during the week; I enjoy being on my own to explore my projects and the world at large....

Any encouraging words are greatly appreciated while I'm getting over this lag.... and feeling "Alone, again, naturallyyyy..."

My Response:

That's your story and the longer you stick to it the longer it'll be how your life is. You have full control over what your story is. So create a new one that's the exact opposite of your current one. You've convinced yourself that your current story is true so doesn't it make sense that if you convinced yourself of the exact opposite, that would ALSO be true?

Try focusing on what women will get from you as opposed to what you hope to get from THEM. Nowhere in your post do I get that you're going to give anything or make someone's life better...it's all about what you're NOT getting.

What are you offering these bi or bi-curious women?

What's the benefit, to them, of being with you (not in an arrogant way)?

Example: If they're bi-curious, will you convey

that you're not going to judge them for having these desires? Or are you conveying that you the lesbian trying to talk them into going to the other side? There's an important distinction between the two.

Example: If they're lesbians, are you conveying a desperate energy like most guys do? Are you carrying around your story (of how you've convinced yourself that your life is) and approaching them with that negative energy?

Try visualizing the same things (the affirmations that you're currently visualizing) happening to you, but happening to you because of a certain way you're being...not getting for getting's sake. Give to give, not to get.

You're gathering an awful lot of evidence for why you're not happy and you should be gathering evidence for why you ARE. I'm sure there are things in your life that are great. Make a list and go over it every morning. The rest will follow when you change your mind about everything. Change your story!

If it's true that nothing's happening in your town or in your life then you have to be okay with nothing happening. In fact, the moment you truly are okay with that, things will start happening! Think of your journey as a horseshoe shaped one. One end is where you were and the other end is where you want to end up. On the way there you have to pass through nothing. There's no bridge straight across, you must make the whole journey.

Changes are already happening inside of you, you're just not realizing them because change is uncomfortable and you're mistaking the uncomfortable ness for failure. The truth is that as you keep growing it doesn't go away, you just become comfortable being uncomfortable.

Hang in there!

Try it and let me know what happens!

Like Nails On A Blackboard

Question:

Hey Brent, I'm a good looking, social, successful guy and I have a lot of hot, thin, smart women I'm currently seeing; but I'm looking for the perfect woman...you know...hotter, thinner, smarter...my standards are pretty high. Every time I think I've found the right one, I find something that I don't like about her and then the search continues (although I still keep the others around). Am I too picky? Does this perfect woman exist? And if so, how do I find her?

My Answer:

There's a wonderful story about two friends who are catching up after not seeing each other for some time. One is married, the other single. The married man asks his single buddy about his love life. The single friend explains that a few months ago he thought he had found the perfect woman. "She had a gorgeous face," he says. "Her body was incredible."

"So why didn't you marry her?" his friend asks.

"Well," explains the single friend. "she wasn't very intelligent." He goes on to explain that a few weeks later he found another woman he thought was perfect. "She was as beautiful as the first woman, and brilliant as well."

"So why didn't you marry this woman?" his friend asks.

"Well, she had a voice that sounded like nails on a blackboard." The married friend nods, but

before he can say anything the single friend continues: "Then, just last week I finally met the perfect woman. She's beautiful, she's intelligent, and her voice is soothing and relaxing."

"So when's the wedding?" the married friend asks.

"There won't be one," the single friend explains.

"It turns out she's looking for the perfect man."

I have a lot more to say about this but here are a few quick thoughts:

Ask yourself why you want this perfect woman. If it's in order to look good in front of other men (and that's the most common reason) you'll want to question your priorities in life.

Ask yourself if you'll be less of a man if you don't get her. If the answer is yes, then it's how you view yourself that has to change.

And finally, ask yourself what you're getting out of repeating the same scenario over and over again. If you weren't getting something, you wouldn't be doing it. Think about it for a while and I think you'll be surprised at what you come up with.

Things to consider:

You may have already found her.

You might want to give the women who you're currently seeing more of a chance. By counting them out, for one reason or another you might be overlooking and missing out on a great relationship.

Purging.

If you really don't like the women you're

currently seeing, stop seeing them and make room for the ones you really want. You must create physical and mental space for new things to enter your life.

Giving up wanting perfection

By letting go of wanting to have the perfect woman in your life, and knowing that you won't be less of a man if you don't have her will actually allow you to attract a great, near-perfect woman into your life. And, further more, she will drop into your lap without much effort on your part.

Remember, It's the imperfect things about each one of us that makes us unique and it's those very things that can become our most endearing qualities.

Ultimately, the perfect woman is the one whose imperfections you can live with and more importantly the woman who can live with YOURS!

Try it and let me know what happens!

Why Don't I Give You A Call Instead?

This is a question I just received and I think it might clear up some things for you if you're still in the pursuing mindset. I know it's long but I wanted to include all of it so you can see where you might be going wrong in YOUR interactions.

Question:

Dear Brent, recently I went to a birthday party

at a hip nightclub/lounge. The birthday girl was someone I met from My Space about a year ago. We exchanged e-mails at least once or twice a month but nothing too serious. In fact, we stopped e-mailing each other for a five-month period at one point. Up until now, we send very brief e-mails. The day she sent the info for her birthday party. I told myself "This is my chance to meet her and I cannot pass this up."

I had no one to come with me to the party but that didn't stop me. I went by myself. I was dressed fashionably well. As I walked into the club I began to look around. I ordered a drink at the bar to fit in with the ambience. It took me a while to find her but when I spotted her it took my breath away, she looked incredible. She didn't notice me as she walked by, but I recognized her from the profile picture. I noticed where she was sitting at. There had to be at least 8 or 9 people sitting where she was. As you may know, this can be a little intimidating? For some odd reason, I worked up the courage to go up to her.

I said " Hello, its Alex."

She looked a shocked at first. Maybe she didn't think I would come?

She said, "Oh, hi! Thanks for coming."

I said, "I got your invitation through the e-mail."

She introduced me to everyone in her party including her cousin and brother.

Her: did u get the recipe I sent you (we cook for a living)?

Me: (I looked into her eyes) I lost it.

Her: I'll send it to you again.

Me: why don't I give you a call instead?

Her: ok.

I pulled out my phone and took her number down

Me: I can't stay long because I have another party to go to and I have to wake up early.

Her: can't you stay a little longer?

Me: I'm afraid I can't.

After talking for a couple of minutes with her and her cousin I decided to excuse myself for a little bit. I didn't want to look bad...like someone strange was draped over them. I went to the restroom for a couple of minutes and I told her I had to leave. She seemed a little bummed by her facial expression. I wanted to leave while I was ahead. I didn't want to say something stupid and ruin everything.

Me: I'll give you a call and we can hangout sometime next week?

Her: ok.

I left for the evening in high spirits because I knew it took a lot of balls to do what I just did. The party was on a Thursday. I called her Sunday.

Me: hey, this Alex. How is your day going?

Her: busy.

Me: I don't have a lot of time to talk either. I just wanted to touch base with you and say hi. I'll be busy tonight and tomorrow night, but lets get together Tuesday or Wednesday for some coffee and some stimulating conversation?

Her: ok, call me Tuesday.

We both hung up after that. A very brief conversation to say the least. I called yesterday and her phone rang three times only to go to voicemail. I didn't leave a message. Today,

(Wednesday) and still no call from her.

Did I do the right thing by not leaving a message?
Is she trying to tell me that she isn't
interested? I'm going to call her again tomorrow
(Thursday) and I hope I don't screw this up. Any
advice would be grateful. If she doesn't answer
tomorrow, should I leave a message or a text or
should I move on?

P.S. I called today & I got her voicemail again. I
left a brief message & no response back. This is
frustrating. Do I contact again in about a week
through e-mail?

My Answer:

First, here are the phrases/mindsets/beliefs/actions
in your story that I find troubling:

* "I told myself, this is my chance to meet her
and I cannot pass this up."

* "when I spotted her it took my breath away, she
looked incredible."

* "why don't I give you a call instead?"

* "I'll give you a call and we can hangout
sometime next week?"

* "I called her Sunday"

* "hey, this is Alex. How is your day going?"

* "I just wanted to touch base with you and say hi."
"let's get together Tuesday or Wednesday for some
coffee and some stimulating conversation?"

* "I called yesterday and her phone rang three
times only to go to voicemail. I didn't leave a
message."

* "I'm going to call her again tomorrow
(Thursday) and I hope I don't screw this up."

* "P.S. I called today & I got her voicemail again. I left a brief message & no response back. This is frustrating."

Do you see a pattern here?

You're pursuing her and that doesn't work anymore (which is one of the reasons that she's not responding).

The underlying theme of your interaction is one of "being the pursuer", "giving her higher status", "wanting her", and "fear of loss". If you know anything about me, you know that I believe that pursuing women is no longer relevant. The relationship you really need to be working on here is the one you have with yourself.

I want you to know that I know it takes a lot of courage to do what you've already done, so kudos to you for that. But, with a few little tweaks you're outcome could be very different.

Right now:

* Stop calling her immediately, before you dig yourself a deeper hole. You're conveying that you are needy, desperate, seeking acknowledgment and have nothing else going on in your life. None of those traits are attractive to women. She's already seen a missed call from you. Let her get back to you if she wants. If not, cut your losses and do it right next time. The moment you move on, you'll be growing.

Next time:

* Give out your number and let her text you. No phone calls, no asking her out ETC. You should be texting, not talking on the phone.

* Instead of leaving so abruptly, try talking to her friends (both guys and girls next time). That way you can stay around and it doesn't seem as if you're hovering. It's cool to have other stuff to do but if you had stayed around awhile she may

have professed her interest in you. Let her be interested.

* Give yourself higher status. You shouldn't be giving her higher status without knowing her better...and even then, you should be on at least the same level.

* Change your view of yourself. This is one of your main problems. It doesn't matter what others think of you, it only matters what YOU think of you. So, look in the mirror every morning and tell yourself some great things about you.

* Be mesmerized with the thought her having YOU. Stop being mesmerized by the thought of having HER...like it will fill some kind of hole inside you. That mindset is about getting and not giving; and that's one reason you're so nervous and afraid of screwing things up. Understand that even if you got together with her it would never be as good as the fantasy that you've created in your head.

There's more but that's enough for today.

Try it and let me know what happens!

Do You Have A Boyfriend?

Question:

Hey Brent, I saw this girl on the bus and I sat next to her. I liked the way she did her hair so I complimented her on it. We started talking and I moved the conversation towards the subject of "social." She told me she'd never been to a club

in London as she was new in town so I told her I go every weekend and invited her to come next time. She agreed and I gave her my number. She called me later that same night and now we are dating. Is there anything I could have done better in the interaction?

Here is another question. Almost every time I'm in a conversation with a woman I ask her if she has a boyfriend...even if she doesn't mention it first. Most of the time the answer is "yes" and then the conversation ends quickly. Sometimes I still ask her to put her number in my phone and she says she can't because of the boyfriend thing. Should I be asking a woman if she has a boyfriend?

My Answer:

The first interaction is almost airtight. Although the compliment worked, it could put you in a position of less power. Compliments, in general, aren't bad but it's the type of compliment that matters. Unfortunately, lots of men before you have ruined the effect of a compliment. Because most men use compliments in order to get something from women...so they're kind of empty and aren't appreciated or even wanted like they used to be. Try keeping your compliments to clothing or accessories. It's less personal and doesn't convey that you're trying to get something.

I also like the social thing and the invite thing. Hopefully you invited her by saying, "I go every weekend. Feel free to join us sometime." Or "text me if you'd like to join us this weekend."

I'm not sure what "and now we're dating" means but hopefully you've kept the power you have. If you've reverted back to pursuing (because you've now got her) and have let your guard down it could end badly. Keep your edge. Especially since you started out shaky. Be careful not to use what I tell you as a technique to get a girlfriend and then revert back. It doesn't work in the long run.

Regarding the second part of your email:

You're confusing me.

Example:

You said you gave the girl on the train your number but said you also tell girls to put their numbers in your phone. That's not congruent behavior. You're going back and forth between pursuing and not pursuing. Pick one (I would suggest not pursuing, of course). If not, your energy will confuse her and that can lead to inconsistent behavior on her part. Convey, clearly, who you are.

About the boyfriend thing. I wouldn't ask because you're giving them an easy out and acting like you care. They're always going to say yes because they don't know where you're going with it and figure it's the fastest way to get rid of you. I know why you're probably asking it...you want to make sure you're not wasting your time or you just want to know the situation; but it doesn't really matter if they have a bf. Most women are available no matter what their situation is.

Most women, who are in relationships, are in bad ones. And, the single ones are upset that they can't find a good one in the first place.

You might be the guy they're looking for so don't remind them about the negative aspects of their lives. Focus on having a great conversation.

Hope that helps.

Try it and let me know what happens!

Don't Ask Don't Tell

Whether it's the happy hour you're hosting next week or the HAPPY, happy hour you want to host tonight for that woman you just met; the difference between success and failure is how you distribute that information.

Currently you probably ask:

"Would you like to come to my after party?"

Or

You Probably tell:

"You should come to my after party."

What's wrong with the above? There's too much wanting involved.

So what do you do?

Invite

An invitation is much better than asking or telling; there's a big distinction here. Inviting is based on something you're already doing and not contingent on whether people follow you or not. It's very, very powerful and attractive. It conveys that your life doesn't revolve around picking up women or seeking acknowledgement from others.

Example: I'm having an after party. You're welcome to join us if you want.

It's always better to invite by saying, "I'm doing X, you're welcome to join me." Or "I always have something going on, feel free to reach out to me if you're interested in finding out about it."

So pre-plan something and invite people. You'll see a big difference in the turn out.

Try it, if you want, and let me know what happens!

Do You Have The Balls?

Question:

Hey Brent,

I just read your newsletter about giving your number out instead of taking a number. It is an interesting idea, something that I thought was forbidden.

I heard somewhere that,

"It is human nature that women want a man to take the lead. If you don't take the lead they won't have time for you. Also, that if a guy gives a girl his number she will never call. The fact that he didn't ask was a rejection to them. He was putting the onus on them to call and chase him down which means he had no balls or he didn't think they were compelling enough to be worth chasing down. The guy must get the number from the girl and call to show that he is interested in leading."

The reason I bring this up is that girls seem aloof or are pursued and have many opportunities. I recently had an experience where a girl clearly wanted me to pursue perhaps to test my interest level or to feel desired. I didn't and things rapidly went downhill. Perhaps you could comment on this aloof phenomenon with girls and how to

handle it.

Thank you.

My Answer:

Does the above way work? Yes, once in a while. But it keeps you in a constant state of needing, wanting, suffering and despair. And even if you get into a serious relationship, you've set a precedent and your role will never change. You'll always be on the treadmill; thinking you're moving forward but never actually getting anywhere (except to a place of exhaustion). Is that how you want to live the rest of your life?

Men pursuing women rarely works in the long run. It may take you seven years, three kids and a divorce to find out...but it rarely works. I think both men and women would agree that the way we currently do things is broken. Just look at the state of dating and relationships. If men pursuing women worked...it would work...but it rarely does...so it's time for a new way of being.

I respect other points of view on this subject, but in my experience over the last 25 years I've come to believe something different.

Here are my thoughts on what you heard:

"It is human nature that women want a man to take the lead."

It IS human nature, we're socially programmed for men to be the pursuers and both men and women are on automatic pilot in this area. But the social climate has changed and we haven't caught up yet. We are evolving (as most species do) and trying to adapt to it but evolution is a slow process and we're at the very beginning of this change. People are definitely confused as to how things should work.

"If you don't take the lead they won't have time for you."

If taking the lead means approaching and having a great conversation and conveying that you don't want anything, then I agree. If it means that you should oversell, ask them out and get their number, then I don't agree because doing that puts you in the same category as most men who approach them and you're actually competing with them. You don't stand out at all and she won't find you as compelling and attractive. Women will prove this to you by not returning your calls. In fact, if you have the right energy, you don't really have to do anything and women will approach YOU and do all the overselling.

"If a guy gives a girl his number she will never call."

Women reach out to my clients and me all the time. The above statement is a limiting belief and actually one of the biggest reasons why they won't call. Another reason is that a lot of men who try giving out their number, do it wrong. It should never be within the context of getting together for a traditional date. The secret here is to give out your number in the context of a social get together.

"The fact that he didn't ask was a rejection to them."

The fact that you don't ask sets you apart from every other guy they meet and conveys your indifference (which is the most powerful force in the universe) and is a major attractor. They can find it irresistible.

"He was putting the onus on them to call and chase him down which means he had no balls or he didn't think they were compelling enough to be worth

chasing down."

If done correctly, they won't feel pressured to call you or feel like they're being aggressive or easy...make it simple for them to reach out. Allow them to feel assertive and in control. It takes more balls to walk away and will bring you to a level so far above most men that they'll probably never catch up to you.

"The guy must get the number from the girl and call to show that he is interested in leading."

That doesn't even make sense to me. If you want to lead then allow her to follow you (pursue you). Get it????

Regarding aloofness:

You create her aloofness by being like every other guy and conveying that you are going to chase her. There is nothing attractive about that anymore. It is YOU who should be aloof. It's like I tell my female clients. "Stop waiting for a man to do everything. Step up to the plate and take responsibility for your life. If the old way worked, you wouldn't be here talking to me and complaining about relationships. You'd already be in a great one."

Hope this helps.

Try it and let me know what happens!

Say It LOUD

Confidence! This single factor is the key to

retaining true wealth and success. Those of you who believe you deserve prosperity attain it. Those of you who don't believe you deserve it, often don't keep it.

You've probably heard the stories of lottery winners who lost their money in the same time it took to cash their check. Or sports stars signing gigantic contracts only to find themselves right back where they began. These people took the actions necessary to gain the wealth, however they lacked the confidence that they truly deserved to retain it.

What to do?

Start saying encouraging words to yourself, over and over again until you begin to believe it: 'I'm happy, I'm healthy, I'm terrific...'

It may seem silly, but do it anyway; because once you believe you're worthy, the law of prosperity will begin to supply the wealth.

Don't believe it?

Then let me ask you this: out of all the successful people you know, are they confident? Of course they are! They believe in themselves, and as a result. Others believe in them too.

Take out a Post-it note and write three positive statements in the first person. For example: "I am a confident, successful person." Stick the note on a mirror in the bathroom or on a car dashboard where you have to see it each day. Every time you look at the note, say those encouraging words to yourself. The more you say it, the more you'll begin to feel it. The more you feel it, the more you'll believe it. The more you believe it, the sooner it will become true.

Try it and let me know what happens!

Allow Yourself To Be Bored

I believe that one of the biggest reasons that you do things that you know you're not supposed to do is because you feel bored or you fear feeling bored.

For most of you, your lives are so filled with stimuli, not to mention responsibilities, that it's almost impossible for you to sit still and do nothing, much less relax-even for a few minutes. What I'd like you to do is allow yourself to be bored. I'm not kidding. If you allow yourself to be bored, even for an hour-or less-and don't fight it; the feelings of boredom will be replaced with feelings of peace. And, after a little practice, you'll learn to relax.

At first, you might barely be able to stand it...you'll resist. You're so used to doing something every second that you might really struggle to relax. But after a while you'll get used to it, and will learn to actually enjoy it. I'm not talking about hours of idle time or laziness, but simply learning the art of relaxing, of just "being," rather than "doing," for a few minutes each day. There isn't a specific technique other than to consciously do nothing. FYI- if it makes you feel better, doing nothing is technically doing something. Just sit still, maybe look out the window, and notice your

thoughts and feelings. At first you may get a little anxious, but each day it will get a little easier. The payback is tremendous.

Much of your anxiety and inner struggle stems from your busy, overactive mind always needing something to entertain it, something to focus on, and always wondering, "What's next?" While you're eating dinner you wonder what's for dessert, you ponder what you should do afterward. After that evening, it's "What should I do this weekend?" After you've been out, you walk into the house and immediately turn on the TV, pick up the phone, open a book, or start cleaning. It's almost as though you're frightened at the thought of not having something to do, even for a minute.

The beauty of doing nothing is that it teaches you to clear your mind and relax. It allows your mind the freedom to "not know," for a brief period of time. Just like your body, your mind needs an occasional break from its hectic routine. When you allow your mind to take a break, it comes back stronger, sharper, more focused and creative.

When you allow yourself to be bored, it takes an enormous amount of pressure off you to be performing and doing something every second of every day.

Try it and let me know what happens!

You're Invited To My Champagne Party!

Question:

Hey Brent, how's it going?

Great podcast, the last question was mine. I really took your answer to heart, and started inviting girls last Friday to a wine tasting, this coming Friday. I have never met any of these girls previously. I have invited over 100 girls and I remember you told me that a max of 1/3 of the people you invite will come.

I haven't had a lot of response yet, but I expect it to get a lot better, as we get closer to the day; most people like to keep their options open until the last minute.

This is the mail I sent out:

Subject: wine tasting 22/8.

I'm having a wine tasting party at my place on Friday. Every one brings a bottle of wine, whatever kind, and I'm sure we will all get drunk :)

let me know if you want to come,

number, name.

So, is there anything I have forgotten, or do you have any additional tips?

I will visualize what will happen at the wine tasting, from now up until it starts.

My Answer:

The subject line is confusing. "Wine Tasting" usually means that you will be providing the wine (Unless you ARE providing the wine. But, I would save that kind of party for later). A better subject would be "Wine Party", or "Cocktail Party", or "Happy Hour Party", or "Drinks", or "Party." Followed by the date you're having the get together. Also, make sure that the subject

line fits the theme or type of place you're inviting your guests to. "Champagne Party" doesn't work at a Pub.

Speaking of venues, invite women (who you don't know yet) to meet you at a bar/lounge instead of at your place. They might not feel comfortable meeting a strange guy at his apartment. You also don't want random women showing up at your place anyway (what if you don't like them?), not to mention the clean up involved. Have a get together (in the future) at your place after you've met all the girls in person first.

BYOW (Bring Your Own Wine) is not cool unless it's under another condition such as you're talking to your guy friends or it's a higher-end wine/dinner event at your home and people are bringing wine to accompany a particular course of the evening. You're making the women work too hard and it makes you sound cheap. Having your get together at a bar solves this problem.

Saying "We will all get drunk" is not a good thing either. Let them make up their own mind about that. When they think about "drunk" they think about "out of control."

Here's one I currently send out:

Subject: Montreal Champagne Party 6/17

Hey Shauna, on my quest to build an incredible social life and connect like-minded people I've decided to put together a fun night out on the town. Although we don't know each other, you seem like someone who should be included. So, please feel free to join me on Friday June 17th at 8pm at Joe's Bar at 111 Main St. for informal cocktails. We'll drink, mingle and see where the night takes us. Please RSVP so I know how many of you to expect. Look forward to meeting you.

Brent

Mobile 555-555-5555

Visualizing women reading your email and being intrigued and imagining an incredible response are keys here. In other words, sending the email out with the right kind of energy makes a huge difference. If you're thinking, "This probably won't work" or "These girls are going to think I'm crazy" or "Why would they come?" then that is exactly what's going to happen. So, think the opposite of those statements and you should do very well.

Hope this helps.

Try it and let me know what happens!

The Trigger Inside

Question:

Hey brother,

I really took everything you said to heart and its really starting to click. You were right, I needed to sit down and do the work on myself. I changed my story. I realized that both my "once this happens then I'll be happy" and "I need to acquire more to be happy" beliefs weren't serving me and started looking inside for happiness. I figured out what I was getting from making this difficult for myself...I was enjoying the struggle and it was a way to avoid other areas of my life that I needed to focus on.

I went out the other night with a few friends and I decided, "I'm going to go out and have a great time. I'm just going to give.... I'm going to give people great interactions; I'm going to show my friends how easy it is to meet people and how friendly they really are, etc." I'll be honest, going out I was nervous as hell, but that quickly faded. People (both guys and girls) bought me drinks, girls approached me, girls checked me out, girls grabbed my ass, girls opened up to me, I made people laugh, I also approached and had a great conversation with the hottest girl in the whole club!

Now my question: I have these periods where I feel amazing. I'm super happy, very upbeat, people respond positively to me, girls want me, people want to be near me, etc. This almost always happens after something outside of me triggers me to feel that way (I get approached, a girl tells me that I'm extremely good looking, etc) Is there anything you can recommend I do to make me feel this way all the time? I hate the fact it takes something outside of me to trigger that feeling, ideally I'd like to feel/be that way all the time.

Thanks.

My Answer:

You've made some great progress, so pat yourself on the back for that! Use your success story as the catalyst for the consistency you want.

Every thought you think and every word you speak is creating your future, so here's how to start triggering it from the inside.

Practice the following every day:

* Grateful list (first thing in the morning is best)

I'm grateful for:

People always buying me drinks

Girls always approaching me

Girls always checking me out

Girls always grabbing my ass

Girls always opening up to me

People always finding me funny

Always being able to approach and have great conversations with the hottest girls in the club

Being this way all the time

ETC. (I would also add everything else that your grateful for such as good health, good friends, good job, whatever)

The more you're grateful about, the more you'll RECEIVE to be grateful about!

* Affirmations (doing these in the mirror is quite powerful)

I always go out and have a great time

I always go out to give

I always give people great interactions

I always inspire everyone to realize how simple it is to meet people and how friendly they really are

I'm always confident as hell

People always buy me drinks

Girls always approach me

Girls always check me out

Girls always grab my ass

Girls always open up to

Girls always proposition me

People always find me funny

I always approach and have great conversations
with the hottest girls in the club

* Visualize (throughout the day)

Now, use the memory/images of your successful
night and visualize that this is how your life is,
ALL THE TIME.

* Your new story

I always decide that, "I'm going to go out and
have a great time. I'm just going to give.... I'm
going to give people great interactions; I'm
going to inspire everyone to realize how easy it
is to meet people and how friendly they really
are, etc." When I go out I'm confident as hell.
So as usual, people (both guys and girls) buy me
drinks, girls approach me, check me out, grab my
ass, open up to me, and constantly proposition me.
I make people laugh, and of course I also
approach and have a great conversations with the
hottest girls in the whole club!

If doubt creeps in to your mind, just continue the
process of working on yourself, changing your
story, realizing that your belief about the
outside "trigger" is just that...a belief, realize
the benefit, how ridiculous the benefit is, and
then let it go.

Try it and let me know what happens!

Are You Different?

Question:

Brent, is your whole philosophy the same even when you're dating one girl? Is there anything I should do differently when I have a girlfriend to continually keep her pursuing me? Should I also have other girls coming after me to make my girlfriend pursue more and more, lol?

Thanks

My answer:

Yes, my overall philosophy is the same.

Think about it this way:

Would you want your girlfriend to lose all of the traits that attracted you to HER in the first place?

Of course you wouldn't.

So continue being mysterious, unpredictable, less interested and totally indifferent about whether you have this relationship or not. Remember, you don't NEED the relationship. You'd like to have it, but you don't need it for survival. And, the fact is, that being that way allowed you to have a girlfriend in the first place, didn't it?

Whatever you do, DO NOT use what I teach as a technique to get a girlfriend and then go back to your old pursuing behavior. If you do, she'll start pushing you away.

Why?

She's programmed that way...she's on autopilot. As soon as she knows you want it more than she does, she'll start to take advantage of the situation.

Keep your edge. That's why it's important to really absorb what I tell you and allow it to be something you are, not something you do.

As far as other girls coming after you, that will be an ongoing thing with this way of being. You don't have to flaunt it and make her feel bad...but you don't have to hide it either.

Try it and let me know what happens!

Getting Your Girlfriend Back

Question:

Hi Brent,

I have this issue:

More than a month ago my girlfriend broke-up with me. She told me that something is broken in her and our relationship isn't working.

We're still in touch. We see each other in school once a week and sometimes go out on the town just to hang out. But she doesn't feel the way she used to around me and I still want to be with her. So the question is: how do I get her back?

Thanks a lot for helping me.

My Answer:

Stop focusing on getting her back and start focusing on getting on with your life. Seriously, I know it sounds backwards, but you should know by now that that's how most things in life really

work.

If there's any chance that she'll "see the light" and be interested again, it'll be because of what happens next.

Here are some of my thoughts:

*This is about HER

Keep in mind that this is about HER and not YOU right now. So, anything about YOU (how you're hurt, how you messed up, how you want her back ETC.) will only push her further away. If you really like her, you should want her to be happy even if that means NOT being in a serious relationship with you. Put your neediness (and ego) aside and focus on her being happy.

*Agree with her

So, if she says, "This isn't working. I think we should be friends." You say, "You're right. That's a great idea." I know that you're programming tells you that you must convince her that she's wrong about you, but that doesn't work and is probably one of the main reasons (I'm right and you're wrong) that she doesn't like you IN THAT WAY any longer. If you say, "But I'll change." "I can be better." "Maybe it's because I need to do more of _____ or _____." This is also something she doesn't like about you (pressure and neediness) and you're digging yourself an even bigger hole by doing MORE OF IT.

Agreeing also shows that you're actually LISTENING to what she's trying to tell you. Yet, another reason that she probably broke up with you in the first place (she didn't feel LISTENED to).

*Give her SPACE and TIME TO THINK!

Instead of reminding her about how being with you is great (by hanging out together), show her what's it's like to be WITHOUT you.

Limit the time you spend with her by being cordial at school but no more friendly nights out on the town. She knows what you're thinking while the two of you are out and it's not helping your cause.

The longer you force her to focus on YOU, the longer it will take her to decide if she's made the right decision in NOT being with you (in a serious relationship) right now. And, like most things YOU want but can't have; once you have them you're not as excited as when you DON'T have them...because, usually, it's more about the fact that you CAN get her back than actually HAVING HER BACK.

***Start seeing other women IMMEDIATELY!**

You may think that you'll ruin your chances and that she'll think you don't care and don't need her, when she finds out. But look at it this way; has her knowing that you DO care and DO need her worked in getting her back so far?

She'll respect you much more (and find you more attractive) if she knows that you're smart enough to realize that the two of you might not be right for each other and that you're confident enough to dust yourself off when something doesn't work and move on with your life. She just might be interested in a guy like THAT!

This is a much longer discussion, but I hope I've scratched the surface for you.

Try it and let me know what happens!

I Can't Believe You Remembered My Name

My clients are often amazed at the amount of names I can remember when we're out. I'm greeting everyone and making introductions. Remembering names and using them is incredibly powerful and if you can master this it will set you apart from almost everyone else. When you remember someone's name they're flattered and impressed. You make them feel important and special. Remembering names also shows that you're listening, builds rapport and helps overcome the natural barriers that separate people who don't know each other.

How do you do it?

- * Focus on the moment of introduction. Make direct eye contact, smile, and extend a firm (not limp and not vice grip), friendly handshake. Holding on for an extra second can help you focus on the critical moment of introduction and what is about to come next...their name.

- * Don't think about what to say-listen for the name. Concentrate your complete attention and listen. If you missed the name, simply say, "I missed your name" or "I didn't catch your name". If the name is unusual, a foreign name, or you're still not sure what they said, ask: "Can you spell your name for me? I want to make sure I get it right."

- * Repeat the name aloud. By repeating it, you think it, say it, and then hear it again, giving you three more repetitions in addition to hearing the name the first time. Repetition is one of the keys to retention and recall.

- * Think of someone you know with the same name. Lock in on the first person who comes to mind and think of that same person each time you meet someone new with that name.

* Use the name during and at the end of the conversation "Jenny, when you said that you..." "John, what made you decide to ..." "Debbie, it was great hearing about your trip to..." "Ken, it was great chatting with you." Using their name personalizes the conversation as it reinforces your memory and ability to recall it the next time you see them. Ending it with their name leaves a great first impression and completes the cycle of starting, continuing, and ending a conversation.

If you perform these mental operations all the time, your ability to recall first names will improve tremendously. The, when you see people you've met before and you use their names, they'll say, "I can't believe you remembered my name!"

The rapport that comes from remembering someone's name allows people to instantly like you. As a result, a good conversation will probably begin spontaneously, and you'll both feel good about talking to each other. And that's just the beginning.

Try it and let me know what happens!

I Want To Piss Her Off

Question:

Hey Brent, Things with the girlfriend are going really well. We are best friends and we've been spending a lot of time together. The problem is, a couple of times in the past couple of weeks I feel like I want to stir things up. I mean, things are going so well...almost too well. I am really happy with her and I have as much sex as I want. I know that she's into me big time...and I

could pretty much do anything and she'd stay with me. So, I think there is no challenge for me anymore...and for some reason I want to create drama so that she begs for me even more. To put it bluntly, subconsciously I want to piss her off...maybe so that she gets angry and I can appreciate her again...or so that she comes crawling back again. In the long term I know I want her in my life, so why is this happening and what can I do about it?

Thanks in advance

My answer:

This is it! No fireworks! This is what you've been agonizing over up until now. Isn't it amazing how we build up this moment in our heads?

Realize that what you have right now is what most guys want. Don't feel bad. You're just coming down from your overblown expectations and you're addicted to being pursued, attached to the struggle and being on the journey. You've also been programmed to think that if something isn't difficult then it must not be worth it. Change the way you think about "easy." In fact, think of "easy" as the new "difficult."

You're temptations will most likely pass, as long as you're aware of all of these points and don't make any sudden moves. Or, it may not. Either way, you might realize what I already know; that there is no point to life and no set or pre-determined plan for your life (which is an opportunity and very exciting). YOU are the only one responsible for your life and you can choose how to react to this situation and make your life whatever you want.

This situation also proves to you that all the stuff that you wanted (that you now have) isn't the answer to happiness and fulfillment (everything you're looking for is INSIDE of you, not OUTSIDE)...

You can see why most people (who live in the matrix) continue searching for "a point to life" or "the next best thing" or "more and better" and live a life of pursuing, disappointment, and suffering.

You're about to move beyond needing and wanting and into having, consistently. This is a crucial moment. You're on the path to the next level. A level beyond needing women, sex, love, acknowledgement ETC.

Your ego is trying to bring you back down of course (and will always do this as you're about to go to the next level). A peacefulness awaits just around the corner if you stay on the path. I want to caution you about your emotions though. Make sure you control them instead of them controlling you. Left unattended, they will destroy you.

Exercise:

Imagine having a life with no drama, no challenge in the women department ETC. Wait a second. That IS your life!

You probably didn't pre-plan for this moment and that might be one of the reasons that you're tempted to screw it up. You were so involved in the challenge that you never thought about what you'd do if you ever reached your goal. So, you're thinking "now what?" It's time to create the next chapter of your story. What do you want now? What will you do with the extra time now that you have what you wanted?

Write it down and then live it.

Try it and let me know what happens!

What's Really Important?

It's quite easy to get lost and overwhelmed in the chaos, responsibilities, and goals of your life. Once you're overwhelmed, it's tempting to forget about and postpone that which is most important to you.

What to do?

Ask yourself, "What's really important?"

As part of your morning routine, take a few seconds and ask yourself this question. Reminding yourself what's really important helps you keep your priorities straight. It reminds you that, despite your multitude of responsibilities, you have a choice of what is most important in your life and where you put your greatest amount of energy.

It might sound too simple, but I think you'll find it quite effective at keeping you on track. When you take a few moments to remind yourself of what's really important, you'll find that you're more present-moment oriented, in less of a hurry, and that being right loses its appeal. Conversely, when you forget to remind yourself of what's really important, you'll find that you can quickly lose sight of your priorities and, once again, get lost in your own busyness. You'll rush out the door, work late, lose your patience, skip your workout, and do other things that are in conflict with your life goals.

If you regularly take a minute to ask yourself, "What's really important?" You may find that some of the choices you're making are in conflict with your own stated goals. This idea can help you align your actions with your goals and encourage you to make more conscious decisions.

Try it and let me know what happens!

Letting It Go

Question:

Hi Brent,

I go to clubs every weekend. I speak to almost everyone. I never give out my number but I have lot of fun! I have this WANT to make something happen. How can I get rid of it? You keep talking about LETTING IT GO. Do you have a technique?

My answer:

First of all, stop using what I tell you as a technique in order to HAVE something happen. You're doing just fine right now. In fact, the moment that you fully accept that you're doing fine right now, something may start happening. On your journey from where you were to where you're going you'll have to pass through "nothing happening." It's during this "nothing happening" period where most guys turn back to their old ways. Keep going!

You'll also want to start giving out your number (for a social reason) soon. Find out about other things that are happening and build a broader social life so that you have things to talk about and more places to go. Or try hosting your own party or happy hour. If you don't know how, just listen to my Podcast at <http://www.AttractHotterWomen.com> and you'll find out everything you need to know about doing that.

You'll also want to decide what it IS that you'd like to have happen. Then visualize already having that life, as if it happens to you all the time. Conjure up images (from memory) of the last time you went out, talked to everyone and had fun. Except this time, change the ending (you have complete control over this) to the one you'd like. Do this over and over until you convince yourself

that this is your life RIGHT NOW.

As far as a technique for letting go, here's a great process from one of my favorite books, The Sedona Method:

Make yourself comfortable and focus inwardly. Your eyes may be open or closed.

Step 1: Focus on "wanting to make something happen" and then allow yourself to feel whatever you're feeling in this moment.

Step 2: Ask yourself one of the following three questions:

*Could I let this feeling go?

*Could I allow this feeling to be there?

*Could I welcome this feeling?

These questions are merely asking you if it's possible to take this action. "Yes" and "no" are both acceptable answers. You will often let go even if you say "no." As best you can, answer the question that you choose with a minimum of thought, staying away from second-guessing yourself or getting into an internal debate about the merits of that action or its consequences.

All the questions used in this process are deliberately simple. They are not important in and of themselves but are designed to point you to the experience of letting go, to the experience of stopping holding on. Go to step 3 no matter how you answered the first question.

Step 3: No matter which question you started with, ask yourself this simple question: Would I? In other words: Am I willing to let go?

Again, stay away from debate best you can. Also remember that you are always doing this process for yourself-for the purpose of gaining your own freedom and clarity. It doesn't matter whether

the feeling is justified, longstanding, or right.

If the answer is "no," or if you are not sure, ask yourself: Would I rather have this feeling, or would I rather be free? Even if the answer is still "no," go on to step 4.

Step 4: Ask yourself this simpler question: When? This is an invitation to just let it go NOW. You may find yourself easily letting go. Remember that letting go is a decision you can make any time you choose.

Step 5: Repeat the preceding four steps as often as needed until you feel free of "wanting to make something happen."

You will probably find yourself letting go a little more on each step of the process. The results at first may be quite subtle. Very quickly, if you are persistent, the results will get more and more noticeable. You may find that you have layers of feelings about a particular topic. However, what you let go of is gone for good.

For more on this process go to www.sedona.com or pick up a copy of "The Sedona Method" online or at your local bookstore.

Try it and let me know what happens!

Steering The Ship

One of the reasons that you may not be absorbing and assimilating what I teach is that you might be trying to change everything at once; because you think that small changes don't mean much. No matter which small change you make, whether it's letting go of your past social failures, changing the reason you go out, or giving instead of

getting; these small changes will have a very large effect overall. Not only on you but also, on everyone you interact with.

R. Buckminster Fuller popularized the expression; "Trim Tab Factor" to describe a small effort at the right time and place that creates a major social change in the direction of cultural drift.

Let me illustrate it for you.

Oil tankers are huge ships and are about as manageable, when it comes to steering, as society. Oil tankers are often more than 450 meters long and they can carry over 250,000 tons of crude oil. Some tankers are so long that the crew use bicycles to travel from one end of the boat to the other. The main rudders on these ships can weigh over 100 tons and its completely impossible, by any mechanical means to turn these huge rudders against the flow of the current that rushes down the side of a moving ship.

So, how do they steer?

Simple. On the trailing edge of the main rudder is a small rudder, which weighs only about 100 pounds. It's called a "Trim Tab" and when it's turned into the rushing current, it uses the force of the water to push the larger rudder in the opposite direction. So the next time you're feeling overwhelmed with all of the changes you want to make, remember that each one can have a tremendous effect.

Try it and let me know what happens!

I Don't Want A Serious Relationship

Another question from the mailbag:

Hey Brent,

Recently I started not giving a crap about things that I don't control 100% (what people think about me, whether girls are interested in me or not, etc). I decided to develop a "thick skin" and collect as many "NO" responses from women as possible and not fear rejection anymore.

So naturally I started to take a lot more action, by just focusing on the action itself without any specific goal in mind. Just to see what happens. So a few weeks ago I started meeting and going out with a lot of girls. And by the way I DID text these women and invited them to do fun things with me, so it was not in "Brent style." Now the funny thing is, a few days have passed and several of these women already want me as their boyfriend and ask me directly about it. But I don't want to have a serious relationship at this stage. I just want to develop myself socially and sexually.

So my question is, how do I ethically tell these women that I am not interested in a long-term relationship? Do I have to tell it straight and honestly or there is a way to project this indirectly in a very effective way?

Thanks!

My Answer:

I wouldn't go around collecting "No" responses because you'll attract that exact response, but I like the idea of "just focusing on the action/interaction itself without any specific goal in mind." Change the name of the experiment to something like, "collecting experience with nothing at stake." I actually used to do this

when I was weaning myself off of pursuing and needing a specific outcome. I practiced getting into interactions just for the sake of getting into them and promising myself that the only result would be that I ended them first. I'd also promise myself that, under no circumstance, was I going to ask for her phone number or ask her out ETC. It really worked well for me.

As far as text messaging them first and inviting them to do fun things with you one on one; there are certain actions that cause women to automatically switch into dating/relationship mode and view you as the "provider" instead of the "friend with benefits" (whether she's interested or not) and reaching out and inviting her on a traditional date are two of them. Even though your actions resulted in these women wanting to be your girlfriend and even if you wanted one (which is a goal that a lot of guys have and in reading this they might be thinking, "but Brent, I WANT a girlfriend. So what does it matter how I get one?"), pursuing would be a bad place to start and you'd be building that relationship on a cracked foundation. This is a much longer conversation that I'll go into in another newsletter. First I wanted to tell you WHY this is happening so that you can avoid it in the future.

One of the main reasons that traditional dating is no longer relevant is that it's "going too fast." Here's what I mean: The two of you are mimicking a relationship before you're actually IN one and not spending time getting to really know each other without all the expectations. Things should be kept as casual as possible for as long as possible.

So, in general, avoid doing anything that two people who are dating or in a relationship do and that should be a good start. Over time, you'll get better at conveying that you are the "friend with benefits" and when you're ready to settle down you'll have the best shot at a healthy relationship.

Right now I would tell them, "I apologize for leading you on...that wasn't my intent. The only thing I'm capable of right now is a physical relationship...still interested??"

Try it and let me know what happens!

Be Kissing Her in 40 Seconds Or Less

Who are you going to be kissing when the clock strikes 12 on New Year's Eve?

Are you aware that you don't need to wait until midnight? You can do it as soon as you meet the first round of women. And, you can do it within 30 seconds of meeting them.

Do you think what I've described above is impossible? Well, that's what me and my friends and clients will be doing all night long on New Year's Eve in Los Angeles.

How?

Well, it's going to go something like this:

We're going to walk up to girls and say,

"Happy New Year's Eve."

They'll say something and then we'll say,

"Listen, if you want to practice your midnight kiss with me just come out and say it."

They'll probably say,

"What?"

Then we'll say,

"Look, you're the one who mentioned it."

Then they'll say,

"What are you talking about?"

Then we'll say,

"All I'm saying is that we better hurry before you
lose your nerve."

And, then it will happen!

Text Me Next Weekend If You Want

Another question from the mailbag:

Hey Brent,

I gave this girl my number last night, along the
lines of "text me if you're out next weekend."

So she gave me her phone, I typed my number in,
and then I left to catch up with my friends.
Later that night, she texts me saying "Hey it's
Leah, just giving you my number so you can text me
next weekend if you want." So the idea is
supposed to be that SHE is pursuing ME... but now
she's tried to take the power back and get me to
call her. I'm thinking I'm just going to let
this one go, and NOT contact her. She can contact
me if she wants, and if she's interested enough-
she'll pursue me. Is this the right thing to do?

My answer:

Yes, that's what she's trying to do. And yes, you're doing the right thing in letting her go. Here are a few of the reasons that this might have happened and what you can do about it (I'm not saying that you did all of this stuff. I'm just throwing out some of the most common causes):

*She might have finished the sentence for you. If you don't finish your sentence or thought she will often do it for you and it will almost always be in her favor or in a way that gives her the power. This is really about how/what you've communicated to her verbally and non-verbally.

So she may have interpreted,

"Text me if you're out next weekend."

As,

"Text me if you're out next weekend BECAUSE I WANT TO SEE YOU."

So, from now on try, "I might be out next weekend. Just text me if you wanna connect."

This is a lot more powerful and tells her how your life IS or how you roll.

If she still texts, "Hey it's Leah, just giving you my number so you can text me next weekend if you want." Just move on. She doesn't GET IT.

*Sometimes the act of YOU putting the number in her phone is the thing that kills it. Usually, the excuse for handing the phone to you is, "I just got this phone and I haven't learned how to use it yet." They're frustrated and figure it's easier and quicker for YOU to do it. Or, it really IS a power play.

If it happens again don't accept the phone (don't even move your hand) and say, "I don't know how to

do it either." She'll probably start to do it herself. The act of HER PUTTING IT IN makes it real. It sets a precedent for how it will be from now on (she will be doing ALL of the work).

If you end up with the phone in your hand because she caught you off guard, just hand it back while you're saying the statement above.

If she absolutely won't do it then type it in, give it back to her and don't mention it again and let the chips fall where they do and be okay with whatever happens.

*You may have been pushing it afterwards by saying, "Okay, so text me" or something like that. Obviously, don't do that. Move on to the next subject or if you're finished with the conversation, end it and move on.

*Your energy might have been off and you were conveying desperation, attachment, wanting, lower status ETC (even unconsciously). Any of these things can cause her to do what she did. Don't blame her; she's just on autopilot. She automatically reacts to your energy. You tell her who you are (pursuer or the pursued) and how to treat you (like the pursuer or like the pursued) non-verbally when you arrive/approach. That's why it's important to arrive with the right energy.

*It's important that you NOT go over this in your head (in its current form) and re-live it...cementing it into your belief system. Visualize every woman you give your number to, texting you...no matter how she gets your number.

And finally, If she ends up texting you this weekend your response could be, "How do we know each other?" This will put it back in the right context.

Try it and let me know what happens!

Your Pictures Have Energy

I thought you'd enjoy this post I found on my forum recently.

Enjoy!

I was getting to that point where I had seen and heard about everything, until last night!

I had a very intelligent lady over and we were doing the typical "date" on the couch, food, Champagne etc.... Then we decided to look at some photographs of my friends on my digital camera. What happened next is mind blowing! She knows NONE of my friends. We started to look at a bunch of pictures from my parties and even a picture of Brent and I.

Somehow I said, "How do you feel when you look at these people?" She started to describe each person...Her descriptions were scary accurate! About 85% of the things she mentioned were exactly correct.

She saw the picture of Brent and said "this guy loves his life" "he is sexy and friendly" "he makes girls feel like they are the only one in his world" "he may bull#*@! you but you want him anyway" "that touch of friendliness makes him even more effective."

Then she described my friend Ed, he has hooked up with about 400 women, and she said "he thinks he is very hot and girls fall for it"...and a bunch of other accurate things about 10 other people.

Guys, here is the scary acid test: take a picture and people feel your energy JUST FROM THAT! Imagine real life! The way she described each person was exactly about the way each person sees themselves. We have all heard that people see us the way that we see ourselves...but I never knew

this extended to single PHOTOGRAPHS OF STRANGERS!!!!

Please try this yourself. And guys keep this in mind the next time you indulge in negative thought: YOUR MIND-LIFE IS AN OPEN BOOK.

Try it and let me know what happens!

The Art Of Receiving

One of the reasons you may not be receiving attention from the RIGHT WOMEN might come down to how you view the attention you receive from the WRONG WOMEN.

Here's what I mean:

When you receive attention from average looking women or women who aren't your type it's how you treat that experience (in the moment you're receiving and afterwards) that might be cutting off the flow of receiving from the hot women you actually want.

In the moment you might be thinking, "I'm not interested in this chick at all. She's average. How come I can't get this attention from the super hot chicks?"

What you're doing by deflecting someone who's trying to give you something is that your mind now subconsciously attaches a negative feeling to receiving. And then every time you have an opportunity to receive you automatically filter it through your belief...because you've put parameters around the "only situations" in which receiving is good.

So from now on, when you receive from a woman

you're not interested in just let go, turn everything off, relax and receive fully. Just say, "Thanks", be grateful and move along; keeping the idea and feeling of receiving as one your mind and body connects to.

Afterwards, really appreciate that she would feel compelled to put herself out there and be grateful that it happens...which then draws more opportunities to receive and keeps you in the flow.

When you DO start receiving from super hot women, receive it with the same appreciation and the gratitude that you do when you're receiving from the average women. Avoid the negative self-talk such as, "I'm surprised this hot chick is into me...that doesn't usually happen." Don't be surprised...this limiting belief might also cut you off from the flow. Assume that it will happen, AS USUAL.

Try it and let me know what happens!

Do You Need Social Proof?

Another question from the mailbag:

Hi Brent,

I have been reading your newsletters and to be honest I am fascinated. I am a student of Mystery, Mehow, RSD and several other methods. Something has always been off and despite following rigid game structure (using opinion openers or direct) I am not getting the dates.

Your methods seem real and actually usable.

I have been devouring your podcasts. Simply amazing bro! I mean that too. I especially appreciate the fact that you advocate a base of coming with a good energy and having a presence. Some of my best nights out were when I was just so present and in touch with myself that nothing could get me down - I was literally like a ball of positive energy that could shine on anyone!

Anyway, I am struggling with a few things I have heard on your podcasts:

*When you approach, is it ok to banter or must you ask only "What's up?" "How are you?" Etc? For example, I like to open with "Hey guys what's up?" and then accuse them of something if I feel like it - something like "You guys seem like the partiers of this group, how is your night going?". I joke around a lot. Is that too much pursuing?

Trying to see if I should be sticking to the basics of asking nothing but "What's up?" Etc.

Also,

*If you haven't yet generated social proof by "Being the Mayor" because you have just started off your approaches for the night and right away you meet an attractive woman, say on your second approach, and you ask her questions - should you still give her your number? It seems that chance of the number taking hold with her and her actually calling to call you is seeded in the fact that you have generated social proof by talking to everyone in the bar. But you haven't by this point because your approaches just started.

Any help would be appreciated!!!

My answer:

What you're doing is fine. I often use that combination. Humor is fine and accusing is fine...I like both. Banter is really important as long as it doesn't come off creepy of course. It's all about subtlety and finesse. Both come with experience.

Yes, you can still give her your number without social proof. It's not based on how many approaches she's seen you do before talking to her...unless you THINK that it is.

Note: Be careful here. This can very quickly become a limiting belief and your resistance to believing can become a very convenient excuse for you NOT giving it out.

It doesn't hurt if she's witnessed you being the most popular man in the room but it's not the defining factor.

What is?

It's the context in which you give it to her (a social reason, she needs info from you) and the energy she feels from you (you want nothing from her, you're not judging her, it's okay to pursue you) that really make the difference. In the past you've been taught to "talk women into everything" and with this new way of thinking it's the opposite. Your focus is to "not talk them out of everything."

To get over thinking that you need social proof in order to give out your digits, create a visualization of what you want to have happen next time you go out. In it, visualize already having social proof before you make your first approach.

How?

Think back to the last time you had social proof and how relaxed and confident you felt...just be with that feeling for a moment. Notice any smells, sounds, reactions ETC.

Now grab that feeling and insert into your new visualization. So you actually visualize yourself as BEING social proof at all times and showing up that way...as opposed to someone who has to PROVE social proof.

Try it and let me know what happens!

My Issues Have Issues

So you're alone on Valentine's Day. GOOD FOR YOU! Don't let others make you feel bad because you don't have something to do. This is one of those rare opportunities to go out and FIND SOMETHING TO DO. Seriously. A massive re-frame is in order here. This is an incredible opportunity to practice RADICAL HONESTY and women will find it irresistible!

If you do this correctly, you'll have enough opportunities to last you until NEXT Valentine's Day! And, it might be the first time in your life that you've told the truth and got everything off your chest. This will relax you and you can actually have a REAL conversation for once. I caution you though, because this is so powerful that you'll need to be ready for ANYTHING and I mean ANYTHING.

I have an old friend who used to walk up to the most beautiful women and tell them all his problems...and then promptly leave with them. He would say stuff like, "I'm unlucky at love. I can't keep a girlfriend. I have no idea what I'm doing when it comes to women. I'm usually shy. Women usually break up with ME. My biggest fear

is that I'll end up alone. I'm 40 lbs over weight, I drink too much and I'm always one step away from losing my job. I have a lot of issues. In fact, my issues have issues! I'm a mess. I guess I just haven't met the right woman yet. The only thing that's messier than my life is my apt..."

So, I want you to go out and tell the truth tonight. The ugly, dirty, truth. I think you'll be surprised at the outcome. And, you'll find out that you're not the ONLY ONE who isn't an expert at relationships.

Oh, and you better have your place set up because after airing all your dirty laundry women will want to come over and DO your laundry, if you know what I mean. I suggest having a bottle of Champagne, some chocolate, vanilla scented candles and great music ready.

Try it and let me know what happens!

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Try it and let me know what happens!

Do I Ask Her Out On A Date?

Another question from the mailbag:

On the first couple of dates she puts on a complete act. Five-inch heels and a push-up bra, anti-gravity hairdo and Cirque Du Soleil make-up (I hate that), makes me pick her up only to wait for half an hour after I get there. When we get to the restaurant she orders stuff she never would if she was out with her girlfriends (\$\$\$ caviar, Champagne...ETC.). No appreciation just expectation! Afterwards, a scene from a PG Disney movie complete with "Oh, I have to wake up early blah, blah, blah (but I know she likes me)! She's extremely pretty (under that make-up) but I hate what she's doing!

Do I ask her on another date?

My answer:

SLAP!

Repeat after me, "There's nothing attractive about the provider."

No. Do not ask her out again. Cut your losses, sell short and get out of your position!

You're obviously new here and aren't yet drinking the "Brent Kool-Aid." Let me regain my composure here for a moment so I can give you something constructive instead of just pure "tough love."

In all fairness to the woman, she really didn't do anything wrong. She's not to blame, for her behavior. She was just reacting to who you told her you were. The provider. That same woman would treat you like the friend with benefits if you conveyed to her that that's who you were instead.

You just didn't give her another option. You started out as the provider so she treated you like one.

I understand that you probably don't know that there's another way to conduct yourself so I'm going to cut you some slack. However, I don't want this situation to happen to you again.

What to do in the future?

Stop asking them out on traditional dates and have them come directly over to your place

"But, Brent she's not the kind of girl who will do that."

SLAP!

Change your beliefs about this ASAP!

You might be surprised at the response you receive. If it's positive, good for you, you're on your way to a better life. If it's negative, good for you, you're on your way to a better life. Either way, at least you'll know.

Try it and let me know what happens!

How To Be Happy Right Now!

Here's another article I think you might find interesting. It talks a lot about what I talk about.

Click this link right now, read it and then tell me what you think:

<http://tinyurl.com/dnxoam>

The highlights of the article are:

*Happiness is right now. Say this to yourself, "I need nothing else to be happy right now."

*You don't need more stuff. You don't need anything at this present moment other than your own mind.

*Smile...even if you have to force it. Here's also a universal truth, energies attract.

*There is no past...there is no future. Imagine what it would be like to just forget the past, not worry about the future and only do what you need to do in the present moment...pretty soon you can accomplish anything you want!

*Learn appreciation for what you have right now. Visualize right now losing everything you have...

*Detach from everything...everyone...right now. Live to the beat of your own music...and let everyone else wonder why you are so happy all the time.

*Embrace fear. Fear does not live in the present moment...it can't...it's not possible!

*Practice daily! The only way is to practice daily...if you want to get good at anything you need to practice daily. Just focus on being aware of the present moment daily...pretty soon you will just be living that moment all the time...and that is where true happiness lives and fear/worry/anger/jealousy/greed/doubt/depression can not get in.

Click this link right now, read it and then tell me what you think:

<http://tinyurl.com/dnxoam>

Thanks!

Valentine's Day Success Stories

I received a lot of success stories about Valentine's Day so I thought I'd share some of them with you. If you're having incredible success then just know that there are a lot of other guys having it as well and make sure to use this success to build momentum and consistency via visualizing. This is how your life "IS" all the time..."AS USUAL!

If you're frustrated and having a hard time with this stuff then keep the following in mind:

- * The stuff I teach is universal. It works no matter where you live in the world.

- *Instead of reacting negatively, use these stories as visualizations and insert yourself into them as if this is your present lifestyle.

- *When you read them, be inspired and remember that these guys are just like you.

- *Avoid "following" that little voice in your head that might scream out in anger and say, "F you guys, you don't understand my situation...my situation's different!" Or "I hate my life." Or "I don't believe it."

- *Be okay if it comes up (it's your ego trying to hold on to the identity that you've created for yourself...so there's going to be resistance), but let it go and understand that if you give in to that limiting belief that you will stay right where you are.

- *Choose to "learn" from these stories. Choose to "try" some of the ideas in them and then you'll be telling me YOUR success story.

Okay, here are a few of them:

*"Some friends and I threw a "Truth or Dare" party. We created our own cards with truths and dares on them, many of them involving the hosts. One of my favorites: "Go into Alex's room and find his porn collection. Then find him and act out a scene". In addition, we created our own drink recipes, complete with menus and bartenders, and had a DJ. People had a fantastic time! It was easy to be the mayor and meet a ton of women. Girls were trying to take me and my girlfriend home. One girl pulled one of the other hosts into the walk-in closet and had her way with him. Photos of us are popping up all over Facebook, and everyone wants to know when our next event is! "

Next story...

*"Of course I had decided not to go on a traditional date. Instead me and a couple of friends had made some efforts to get hold of exclusive tickets for the closure party of Oslo Fashion Week, dress code fashion, extravaganza...I felt this was the place to be on a Saturday like the special last one, and I proved to be right ;)

My best friend and I have some hyper-flashy blazers that we only use a couple of nights a year (brand; Moods of Norway, you should check it out), and given the event such peacocking felt appropriate. Most importantly, they put our energy on fire, and honestly I'd say it takes balls to actually wear them...a nice combo? Yep! The place was crawling with HOT girls dressed up for one of two parties of the year (the other one being the other fashion week)! I met several acquaintances, and like every time we go out wearing the mentioned blazers also total strangers, guys and girls, come up to us in amazement giving us genuine compliments for wearing the hottest pieces of clothing around.

Well, on to the more juicy part. Some time into the evening I turn a corner by the bar, and there she sits at a VIP table; the girl of all my

visualizations! Our eyes lock immediately while she smiles and waves me over with her pinky (she later has told her mind at that moment; "I want to **** YOU"=). Without hesitation I walk over and within hardly a couple of minutes she's on my lap makin' out with me. She's there with some other girls, whom I also kiss during the night...and they kiss each other...it's a tough life for us, as Dave M would've put it. Some of my friends also come by (with intense thumbs-ups, not that it matters), and the table soon is the life of the party. Things happened that later made for good stories, like my girl (Anine) and I getting a warning to be bounced out of the party...for let's say "inappropriate behavior"...by the table!

The night ended up at her place in a very posh area of Oslo, and we shared some magic moments walking her dog in the frosty winter night. We soon got warm again back in her flat...

The essence of this story is partly revealed, but to wrap it up adding some more info: this girl has the rare exact perfect looks and personality I've been looking for, I found several sex-toys under my pillow when we got that far (she was a goddess in bed and aired to all her girl friends the same about me the next day, while I was listening), she is a bi-sexual 22 year-old and her 17 year-old girl-friend surprised us by showing up in the morning (I remembered having kissed her the night before, although she had hooked up (like all Anine's girl-friends of course on Valentine's;) with some other guy I vouched for), she wanted me to come with her to a private Swinger's place for young people with sauna, jacuzzi etc some time I felt for it...I could go on!

Sure I've met her again, at my convenience.... I might keep you posted ;)"

Next story...

*"I didn't have a date on valentines or anything so I went out to bar with my buddy. So, i'm doing my usual thing being social and having fun and I meet this girl at the bar and have a great first interaction. I end it without giving my number away or anything, I just moved on and talked to other people. So, a few days later I see this girl at another bar and she runs up to me and is like OH MY GOD, SAM! I went back to that bar and looked all over for you cause I wanted to give you my number but I couldn't find you! I was thinking, wow, how's that for attraction! So, I give her my number, we hang out that night but I knew that night wasn't a good night to pull her. Anyway, long story short, she texts me and we text back and forth for a few days and close the deal a few nights later. I think the beauty of this isn't that I hooked up with her it's that when you give your number out and the girl calls or texts first, provided you don't do anything to screw it up, it's a done deal. I remember you saying something about when a girl texts or calls you first she's no longer a prospect, she's sold.... SO TRUE...because when I look back EVERY TIME I've giving my number out and the girl texted or called first, I closed the deal. This happening over and over just strengthens that. It's a very interesting insight, really."

Next story...

*"Had an interesting weekend. I'll give u the good news, cuz there wasn't much bad news.

1.Kissed a girl in less than 1 minute at a club, as I was about to leave.

2.My roommate and I bought champagne, strawberries, dark chocolate and had good music ready to bring some women home. We had it arranged since our first night. In the wee hours of our last night, we met 3 girls at McDonalds, took them

back to our place and had a champagne party. It was awesome. So that's basically what happened!"

Next story...

*"Overall, pretty amazing Valentine's Day!!

I spent Friday night with a girl that I've been dating for a while, that asked me to come out with her. We ended up back at my place, and at midnight, it was officially Valentine's Day, and we celebrated appropriately.

The next morning, another girl that I really like, texts me that she is on her way, coming over to crawl into bed with me. I agreed by text, but I still had the other girl in bed with me. Slight time crunch situation, but it all worked out in time.

So I put my new awesome 1000 thread count sheets on the bed, and welcomed my other girl over to snuggle in bed for almost all of Valentine's Day.

It was pretty perfect. Definitely amazing. Both girls really love me."

Next story...

*"Valentine's day was crazy!

I don't even know where to begin...

We talked to many girls, I had my pockets full of sweets and I was giving them away wishing a happy valentines day to whomever we met... and it was great!

I'll tell you the most memorable moments.

I was walking around the club, ticking glasses

saying "cheers", giving out sweets in a playful way - you know how you play with kids and hide one sweet in one hand and you show both hands closed in a fist and ask them to pick a hand, that's how I was doing it - then at a certain point I sat down on a large sofa and was thinking how much fun this night was... this girl sits beside me and kind of stares at me so I ask "what's up, how's your night going, etc", she comes close to me and I ask her if she's a good kisser... she says she's not going to kiss me and I tell her that's not what I asked and that I wasn't going to kiss her either...

She ended the night in my arms hugging me telling me how I'm so cool and she wants to me to call her and stuff and she gave me her card... told her I would lose it cause I always lose those things so she took my number instead...

Oh, by the way... I also kissed her!

You know, this "energy" thing of yours is starting to make sense. And I'm starting to understand it better... no I'd rather say I'm starting to "get" it better... cause I think it's not something you can understand, but rather just experience. So there you have it! That's what happened on V-day!"

I hope this inspires you.

Brent

So I Suppose You'd Like To Get Together

You might be wondering exactly what to do after you give your number out and a girl reaches out to you. Do what one of my clients did. This is a perfect example of using text for "planning" instead of "over-communicating."

Enjoy!

Brent,

Here's a quick summary of what happened with the girl that I gave my number to on Friday.

Her: Hey how are you its andrea (Sat morning)

Me: I'm great! how did the rest of ur weekend turn out? (Sunday morning)

Her: It was OK.. Pretty mellow how about yours

Me: My weekend was a blast! So I suppose u'd like to get together?

Her: Ya that would be cool.. Rather than talking to you at your work while im partying lol when are you free

Me: I'm free tomorrow night

Her: Shit I work until 9 and I have plans already with my friend.. Wed or thurs?

Me: I can do wed at 8:00, just txt me before and I'll give u my address

Her: Ok what did you wanna do? What do you have planned

Me: Have some wine, I'll cook something, chat, get to know each other.

Her: Ok sounds good...do you live on your own?

Me: I have a couple roommates

Her: Oh that's cool well ill text you wed for directions

Wednesday:

Her: Hey we still good for tonight...Where do you live?

Me: (I give her my address)

Her: Ok cool and im guessing your not some psycho right? Lol cuz ive never just gone to someones house lol

Me: I should be asking u that, although I'm a pretty good judge of character.

Her: Lol im not crazy...No worries. (Then she asks direction details)

8:00pm - 3:30am She calls when she arrives, we chat outside for a bit, I give her a quick tour and we go to the grocery store to pick up a couple things. She offers to pay for half, I say don't worry about it and that maybe she can take me out sometime. Come back pop open some champagne, cook together, bring food and champagne into bed room, sit on bed. We eat the food, chat for a bit, then start making out.

We're making out for a while, she's getting really turned on, she doesn't want things to go very far. I tell her stuff like, sleep with me don't sleep with me it doesn't matter and that I don't want her to do anything she doesn't want to do. We mess around for a while. The whole time though you could tell that I wanted it, that I was being the aggressor, even though I kept saying she was. There was a lot of her maybe moving my hand and then turning her on in a different way.

Eventually we have sex and it was her idea.

She says that she's not interested in a relationship, I give her a high five and we clarify that we're just friends.

Try it and let me know what happens!

She Asked Me To Marry Her TWICE!

I just received this success story and I thought it might inspire you. It's incredible how powerful "belief" is. Everything in your life is dictated by your beliefs. In fact, you will automatically go around gathering evidence to support whatever belief you currently have...so you might as well have the belief that you already have what you want. Enjoy!

Brent,

I had the time of my (new) life the other night. Everything happened JUST as I had written in that statement I've been reading to myself in the mirror. I remember you said it would happen the instant I believed it was true. Boy, were you right. I honestly had the best night of my social/dating life...it was mind blowing!

As you know I've been ok with women most of my life but pursued constantly and rarely attracted the type of women I truly desired. Last night I was invited to be a part of a fashion show in Beverly Hills. I had been meeting people in the business (in the course of being super social) and they asked me to help them out. When I arrived, the place was pretty chaotic. There were celebrities who were attending, media people arriving and of course, models. As they arrived I directed each of them backstage. Soon I was running the back of the house. There were make up artists, actresses, 15 runway models from around

the globe, and me. I was just being super friendly and cool without hitting on any of them. I was there to help. I watched them walk the runway, get in makeup and try on designer dresses. Several girls kept coming up to me and asking me questions and flirting.

After the event was over, people headed to the after party. I found two of the models at the bar and made myself at home. One of them was particularly stunning. She was a 5'11 exotic beauty with light blue eyes from Milan. She was intelligent, confident, and spoke four languages. She was just my type. Soon the three of us were having a blast, laughing and talking. Before long more girls joined us. They were all around me trying to get my attention and wanting to introduce me to their friends. It was beginning to get crazy. I felt like a celebrity, like I was being fought over. This must be how it feels to be a hot woman.

After a few drinks, the girls wanted to go dance so I took each one by the hand and walked out of the bar. My girl had a LOT of energy...so I just leaned against the wall and watched her dance with her friend. She kept coming over to me and grinding on me, running her lips over my face. I did absolutely nothing but stand there and smile. Then she started getting even friskier, and began grabbing me, and I still did nothing, said nothing! It got crazier. Needless to say, it was a scene everyone in the place was watching. Thumbs up all around from the guys in the place. Eventually we ended up outside where the two girls decided to kiss each other for a while. It stopped traffic. Her friend had to leave so I brought my girl home. The whole time, I made no moves- I didn't have to; she was the aggressor. We didn't go to sleep till 6am. The next day she confessed she hadn't felt that good in years and asked when she could see me next. She asked me to marry her...TWICE. I thought I should pinch myself. Nope. I'm not dreaming, this is just my new life!

I doubted - but no longer. The journey was not easy, but it was simple. I now have a life where everything comes to me with no effort and pursuing; wanting and needing are a thing of the past. Truly, thank you for showing me how. Thank you thank you THANK YOU!!

BP, Malibu Ca.

Why Some Guys Kick Ass And Others Don't

I'm always telling you about the importance of creating a new positive story, believing that it's true and possible, creating rituals and then taking action

Check out this awesome interview with Frank Kern, John Reese and Tony Robbins. I couldn't have said it better myself

It's about:

1. The formula for taking action
2. The "psychology" of success
3. Why some people kick a**, while others don't

Click the link and check it out right now!

<http://tinyurl.com/ljfgghr>

There is *nothing* to buy here ...Just an AMAZING life lesson. ...just thought you'd enjoy this piece of free content.

You can learn a hell-of-a-lot from this lesson...

TTYL,
Brent

Do you See It Coming?

* Do you reach out to her twice before she calls you back?

* Do you get pushed into a traditional date?

* Do you accept less than what you really want?

Are you aware that you're doing the wrong thing as you're doing it but don't why you're STILL doing it? Then, afterwards you feel like an idiot?

I identify because I used to be just like you. I used to do a lot of things I no longer do. I used to go down the wrong path anyway; even though I knew better.

Why?

* I enjoyed being the victim

* I enjoyed having something to complain about

* I enjoyed making everything difficult; that way when I prevailed, I felt like I accomplished more

And finally,

* I didn't think I had a choice

I've changed this behavior. I now 'see it coming.'

What should you do?

When you feel that old negative behavior coming on,

* Take a moment

* Take a deep breath

* Think about the impact of going down that old road

* Decide to take a different path and simply step aside and let it fly past you

That's right; take yourself off auto-pilot and just let it go. This is the moment that separates the successful people from the unsuccessful ones.

Decide to be successful!

Try it and let me know what happens!

You Have No Down Side

Why do you keep thinking that women have higher status than you? Do you really think they don't have issues? Come on. You've convinced yourself of this...so in your head it's true.

Let me build you up for a second.

Do you realize that as you get older:

* You'll probably make more money

* You'll become distinguished looking

* You can have kids until you're somewhere around 120 years old

In other words, your stock is rising. Why do you act like it's falling?

Try this:

* Don't give your number to just ANY woman

* Don't get physical with just ANY woman

Be picky and make the above things rewards for a

particular type of positive behavior from them.

If you still think they have higher status then, consider how it is for a hot woman:

- * Every minute of everyday, they're getting older looking and are hating it
- * They can't have kids forever
- * They think emotionally first and logically second
- * The right guys rarely approach them
- * They're competing with younger women for the same men
- * The average women get all the sex
- * ETC.

I want to be clear that I'm not putting women down in any way. All I'm doing is pointing out some reasons that you should be more confident when approaching.

Try it and let me know what happens!

Are You A Yes Man?

Do you answer, 'Yes' to every request a woman makes? Do you tell her what you THINK she wants to hear? Especially if she's hot? You need to stop doing this right away. Every time the word comes out of your mouth, you're getting further away from what you tell me you want. Every time you say it, a woman thinks you're a push over and that she can have you any time she wants. In

other words you seem desperate. And that's NOT sexy!

What to do?

Simple.

Start saying,

'NO'

It's a very short word but it's amazing how hard it is for you to say.

I know you don't want to piss them off because you live a life of scarcity and fear loss, but they actually WANT you to say no. I know, I know; hard to believe. Believe it!

Why?

Because MOST guys say 'Yes'. And she's looking for someone different. She already has enough guys taking her to expensive dinners, buying her gifts and fixing her stereo. Ultimately, she wants a man. Her problem is that she rarely meets one. The hotter she is, the more this is true.

She really wants to know if you're the...

'Provider'

Or

'Friend with benefits.'

So, stop wasting time and tell her which one you are. If she doesn't respond in a positive way, let her be some other guy's problem. You have to have standards and be willing to walk away.

Try it and let me know what happens!

Do You Know A Lot Of People?

When guys go out with me, it seems like I know a lot of women. I do know a lot, but not THAT many.

What's my secret?

I pretend I know them.

How do I do it?

Five little words.

'Nice to see you again'

Like everything else I teach you, it's simple and very effective.

Try it next time you're walking through a crowd.

I usually don't even wait for a response. I keep moving and it drives them crazy and causes them to seek me out.

When I do wait for a response I usually get,

'Good to see you too'

Sometimes I'll throw in,

'How have you been?'

I know what you're thinking:

What if they say,

'Do I know you?'

Of course I have the answer for you. Just say,

'I can't believe you don't remember. It WAS kind

of dark and we WERE kind of drunk.'

If they have this confused look on their face like
they still don't get it say,

'I'm just messing with you, I'm Brent.'

Then start with the usual questions.

Why does it work?

* They don't want you to think they don't remember
you, so they'll pretend too

* They don't like the 'getting to know each other'
process; they'd rather fast forward

* When they already know you, their defenses come
down

I make them feel comfortable immediately. It's
like we've known each other forever. This
is one of the reasons I can accomplish things in minutes
that most guys spend hours, weeks and months
trying to do.

Try it and let me know what happens.

Oh yeah, nice seeing you again!

Can You See It?

One of the things that may be responsible for your
unsuccessful evenings out on the town, is how you
see it. In other words, when you think about the
night ahead, you start remembering all the bad
things that happened last time and hope they don't
happen this time. So, you're visualizing failure,
and then it becomes a self-fulfilling prophecy.

If the above is true then doesn't it make sense

that if you convinced yourself of the opposite,
that would also be true?

I want you to try a new strategy. I want you to
start visualizing success.

I want you to go out 'mentally' first.

Top athletes use this strategy all the time. They
know that their opponents are all at the same
level, so each competition actually becomes a
'mind game'. Before a match, they'll visualize
every step of the race or every shot hit
perfectly. They actually compete in their mind
first...and, of course, they visualize winning.

You should be applying this to your social life.

Here's how you do it:

Before you go out I want you to sit down in a
comfortable position and close your eyes. Really
relax. Now, imagine all of the things that are
going to happen to you.

* You're going to walk in feeling great, confident
and full of energy

* Everyone looks your direction and fantasizes
about being lucky enough to speak with you

* You approach the bar and the first group of women.
You say, How's everything?, 'Great' they respond.
you can tell that they're enamored with you.

* You never get rejected, other women see this and
start approaching you

* Within moments of approaching you, women start
making out with you and ask you to leave with them
for some fun at their place

I think you get the idea. This is just an
outline; make up your own.

Do I do this?

You bet!

I visualize it and then all I do is show up and it all happens around me.

When you've moved beyond wanting them, desiring them and needing them your life becomes unreal!

Try it and let me know what happens!

Do You Get Women?

Growing up as a guy, you're programmed to:

- * Get good grades
- * Get into a good school
- * Get a good job
- * Get the client/business
- * Get to the top
- * Get material objects

And finally:

- * Get the girl

You've also been told that:

- * Hard work and struggle builds character (you've got to pay your dues)

Basically, you've been told that you've got to go for the gusto, be aggressive, don't take no for an answer, swing for the fence and 'make things

happen'. And, it's true in all cases except one:

* Having women

Having women is like ALREADY being successful at work. When you're at the top, people seek YOU out don't they? Deals just come to you. You have your pick. Getting the idea?

You can apply some of the things you've learned about getting ahead and being successful in business to being successful with women.

So switch gears as soon as you start talking to a woman by having the mindset of someone who's already successful with them and I think you'll see a big difference.

Try it and let me know what happens!

Creating A Reputation

When you're out in a group, look down at your phone from time to time, shake your head and say,

"God, this has to stop!"

Your women friends will ask you what's wrong to which you'll reply,

"These women, they just don't get it. Stop texting me!"

Your women friends will then ask you about it and you'll reply,

"I'm with them one time and they go crazy and want it every night. Some of them even want to date

me;I told them I'm only capable of a physical relationship right now."

Then change the subject ASAP and say,

"Anyway, what were we talking about?"

If they say,

"Are you being serious?"

Say,

"Totally! Anyway..."

This will convey that this is a common occurrence, you're not in the market for a relationship, many women want you and not only are you fun to be with socially but even better to be with physically.

Things like this, along with leaving the group frequently to use the restroom or talk with other people (then returning), looking them in the eye when speaking and being a great listener should help.

Try it and let me know what happens!

Are You Bored With Her?

A lot of guys think that being successful with hotter women will validate them. When, actually, feeling validated causes them to be successful with hotter women.

I know you want hotter women (everyone does). First, treat them like they're not hot. Consider that you're giving them their status; their hotness isn't real. The only place it appears

real is in your mind. Also consider that, once you get them, you're probably going to be bored with them anyway.

Since it'll never be what you think it'll be and you'll probably be bored with them:

Why are you afraid to approach them?

Why are you nervous around them?

Why do you lose your train of thought when speaking to them?

Why do you care about the outcome?

If you're eventually going to be bored with them, don't all of these insecurities seem sort of ridiculous? Why not act as if you've already gone through the process and this is happening to you right now?

Affirmation/Inner frame of mind:

When I first met her I thought she was hot. Now that I've had her, I'm bored and I've broken up with her. She's been trying to get back together with me ever since.

Don't become bored with her. BE bored with her. Be, "I'm bored with her" waiting to happen every time you meet a new woman. And, as long as you're going to be bored, you might as well be bored with beautiful women.

Imagine approaching with THAT in your mind! Now that's power. A whole different ball game isn't it?

Try it and let me know what happens!

Going out alone

Going out alone isn't a big deal as long as you don't act self conscious about it. Women can feel it. Don't hesitate and wonder around the room; always be involved in something.

Walk in and go right to the bar.

If you see some women there, make sure you order from where they are. It's more likely that you'll get into a conversation with them and more natural to while you're waiting for the bartender to notice you or waiting for your drink.

You can also walk directly up to a woman or group of women just like when you have a wing man with you and start a conversation as usual (with questions).

If you're worried about having the answers to questions about you being out alone:

Example 1

Her: Who are you here with?

You: You

Her: What do you mean?

You: Look, you're the one who invited me

Example 2

You: Actually, I'm waiting for a friend and he's late as usual. You'll have to entertain me until he shows up.

Example 3

You: I'm actually here by myself. I used to go out with friends but they got envious of my success with women and I don'tt need the drama

Then just lead the conversation away from the subject. If you don't think it's a big deal, she won't either.

Try it and let me know what happens!

Are You Attached?

One of the main reasons that you're not as successful as you want to be, is that you have way too much at stake in every interaction. By being so worried about the outcome, you're repelling women; the exact opposite of what you're trying to do. You come off not being your self and the price you pay for your attachment is your freedom.

You need to relax. Every woman you meet won't be the last one you'll meet and every interaction doesn't have to lead to you giving out your number, making a date or getting physical. You have to detach yourself from all possible outcomes; being committed to achieving success with women but not attached to it.

How? Basically, notice where you're attached and then bring no significance to it.

Visualize being with your good friends. You're cracking jokes and hanging out; relaxed.

Recreate that feeling with women. Pretend you have nothing at stake in every interaction and this will allow you to relax and be more clever, funny and indifferent.

Start thinking longer term. What if you were just friendly to every woman you met and didn't try to make something happen? You might be surprised at the possible outcomes.

Stop worrying about what's in it for you and focus on what's in it for them. Focus on how being with you is going to benefit them.

Be committed to producing successful results and let the results be whatever the results are, and not have them stop you from participating.

Try it and let me know what happens!

Release Your Anger

So, you're reading my newsletters and practicing. Some of you may have even been personally coached by me on the phone or in the field.

But you have a problem:

You're not improving as fast as you'd like.

Then, you read my testimonials and they send you over the edge.

You ask yourself,

'Self, what are these guys doing that I'm not!?''

And you start thinking,

Brent is holding stuff back from me. Bastard!!

Then, you become angry because you think I'm

telling THEM something that I'm not telling YOU.

Okay, everyone simmer down now.

One of the things 'these guys' have done is given up their anger.

You might actually be angry because:

- * You were on the right track and used to do some things right, before you spent a lot of time and money on methods that didn't work as well as you thought they would.

- * I've shown you how SIMPLE it is and you can't believe that you overlooked it; because you consider yourself an intelligent guy.

- * You're extremely successful in another part of your life and now find out that the same rules do not apply to being successful with women.

And now, you're more committed to being angry than being successful.

Stop being pissed off and release your anger, young Skywalker. Anger will only speed your journey to the 'Dark side'. The Dark Side being the place where a woman controls everything and all your answers consist of 'Yes my master'.

I suggest a book called "The Sedona Method."

Try it and let me know what happens!