

# **Debunking the Seduction Community**

## Books by Aaron Sleazy

*Sleazy Stories: Confessions of an Infamous Modern Seducer of Women*

*Debunking the Seduction Community: The Exposition of a Sham Industry and a Primer on Seducing Women*

*Minimal Game: The No-Nonsense Guide to Getting Girls*

In German:

*Schmierige Geschichten: Bekenntnisse eines modernen Verführers*

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# **Debunking the Seduction Community**

The Exposition of a Sham Industry and a Primer on Seducing Women

Aaron Sleazy

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# Preface

I discovered the seduction community in late 2006, unaware that it was in fact a full-blown industry. For a variety of reasons I did not take much of what I read online seriously. In early 2008, when I finally devoted myself to learning how to seduce women, my progress was rapid. I have done what was considered impossible — luckily I didn't know about it. My feats include having sex with women within minutes

of meeting them, sometimes without exchanging any words. One of the main reasons of my incredible successes was that I did not listen to the many proclaimed truths. As it is the case in many other areas, I have found that the seduction industry cannot live up to its promises. Upon further investigation, I gained the impression that this is a sham industry that borders on being fraudulent.

As I was gaining prominence in some circles

throughout 2008 and more and more people sought me out to learn from me, I also learnt how this industry works. I met a number of prominent figures in London, which all but left me disappointed. Even worse, what those people declared to be the truth about women turned out to be rather nonsensical. It is probably no coincidence that the very best guys I know either distance themselves entirely from the community or have never heard of it.

It didn't take long until some companies asked me to teach workshops for them. Some of those people had no history whatsoever and I wondered who those people were and what made them qualified to teach. Coming from an academic background, I was unaware that it is apparently the norm in business to become an expert by proclaiming to be one. The more I learnt about this industry, the more I was appalled by how it oper-

ates.

In August of 2008 I made a very controversial post on mASF, a large public forum dedicated to seduction. I rhetorically asked, "[Is the Pickup Industry a Sham Industry?](#)". The response was staggering. It was one of the most hotly debated threads, slaughtered a couple of wannabe-gurus in its wake, and it is still regularly referred to. Almost two years later it remains to be one of the most-read posts on this forum with several thousand views. At that time, this post was prescient. Meanwhile, common sense has caught up with a critical mass, and in 2010 there is now a sizable group of people active to expose the absurdities the mainstream seduction community teaches.

In February 2010 I gave a talk on a conference dedicated to seduction. It was entitled "[Overcoming the Seduction Industry](#)". Later I released the



slides, which spread like wildfire. This book is an elaboration of that presentation. It is my hope that it will find an equally wide and warm reception. May it further debunk an industry that is rotten to its core. It is my hope that when I look back at *Debunking the Seduction Community* in

a few years, it will be evident that it was instrumental in sinking the ship, or, in a more positive scenario, for changing the current state of affairs for the better.

AARON SLEAZY

# Introduction

Many men seem to have problems getting the sex life they want, or just finding a partner. As a result, internet marketers eventually targeted this niche market. They try to lure in clueless guys to whom they sell mostly inadequate products. Business seems to be brimming. The background and qualifications of those people is rarely questioned, and critical thinking seems to be suspended. However, the anti-community movement on the Inter-

net is growing, and *Debunking the Seduction Community* is my contribution to it.

This book has two main purposes. First, it aims to expose the mainstream seduction industry, to describe its borderline fraudulent machinations, and to explain why it can't keep its promises. In passing, I will discuss some prominent figures. Some space is devoted to popular concepts that sprang from the ever-so-rampant mental mas-

turbation in this scene. However, if you have not been exposed to the seduction industry yet, feel free to skip the first part altogether, or read it strictly for entertainment purposes.

As a contrast, in the second part I describe how simple seduction really is. The principles are in

fact so simple that it is no surprise why the human race managed to prosper for so long. If you have problems attracting women, this book will give you some blunt pointers on what to do.

The third part is dedicated to questions I have been asked either after my talk or via email.

# Acknowledgements

I am grateful for having met NASHVILLEPLAYBOY, one of the sanest members of the forum mASF, which mostly is a bastion of mental masturbation. He gave me excellent down to earth advice. While other people tried to point me to pick-up theories and offered nothing but vague generalisations, he gave me concrete tips. In this regard, he is still an influence for me and my writ-

ing, which aims to be as practical as possible.

The following people gave feedback on drafts of this book: DIMITRI, PUA COMIC, KINDER, THELETTER, 60YEARSOFCHALLENGE, ROB JUDGE and TVA OSLO.

Lastly, I warmly thank my editor CORLEY for his excellent services and the meticulous attention he has paid to this book.

# **The Seduction Industry**

# Foundations of the Industry

## The Core of the Problem

Fake reviews, bullshit marketing and shitty instructors!  
LEFTY, PUAHate.com

The seduction community, even though I prefer to call it the seduction industry, was the product of many angry and frustrated men that could not

get girls, or even dates. Of course, there were some very sound reasons for it, which I will cover later.

Because admitting failures to oneself is difficult, those people put the blame on the women instead. Well, if I were a woman, I would not want to fuck a loser either. Some tried to come up with tac-

tics and techniques, designed to get you into the pants of all the nymphos in the world, or at least into BETTY's from next door. Those systems had a couple of things in common: they were mostly theoretical, and they were primarily intended to make someone money.

There never was a “community” or a “brotherhood of men”. From its inception, savvy businessmen tried to make money by exploiting the insecurities of other men. Take a look at one of the founders of this industry: ROSS JEFFRIES claims that his system with the name Speed Seduction allows you, no matter how you look, how little money you have or how old you are, to get more women than you can handle. His staple are hypnotic commands imbedded in language. For instance, if you utter “below me”, the girl is supposed to hear “blow me” and get aroused invariably. Apparently it didn't occur to him that women actu-

ally love to talk about sex.

ROSS JEFFRIES plays into the revenge fantasies of angry and frustrated men who want to get what they think to deserve and who believe that women have to be tricked into having sex with men. In fact, he seems to address misogynists and sociopaths. For instance, his book *How to Get the Women you desire into Bed* has a chapter with the title, “How to fake like you are warm and friendly”. This is probably all you want to know about him and his method. For some strange reason I have never come across anybody, neither in real life nor in the public forums I frequented, who had success with Speed Seduction.

Similar ploys have been conducted over and over, with the promise that no matter how you look, you can get girls easily with some secret techniques. Unfortunately, it didn't help that the

people designing those systems and methods were apparently nerds that probably should have kept spending their days watching *Star Trek* or play-

ing or *Dungeons & Dragons*. Instead, they found a new outlet for their imagined magic powers.

## Big Lies and Empty Promises

Funny how these idiots say that money doesn't matter. Yet, they charge \$3,000 for a boot camp.  
—LEFTY, PUAHate.com

The seduction industry sells an imaginary shortcut to success with women. The general claim is that you can learn how to get women no matter how you look, how old you are, how popular you are, or how much money you make. “Game” is touted as being the great equalizer that allows you to get what you deserve. It worked in the sem-

inal fictional tale *The Game* by NEIL STRAUSS, but does it work in real life?

Looks — especially height — are an important factor on the mating market, and so is your access to financial resources or popularity. They all greatly affect how much success with women you have. Or have you ever heard of a famous Hollywood actor or business tycoon who had problems getting his dick wet? However, even if you were the richest man in the world, you could still not get any woman you desired. It essentially remains a numbers' game, even for womanizers such



as TIGER WOODS or MICHAEL JORDAN. Unfortunately not many people in this industry admit this fact, if they are even aware of it.

But what if you can't get laid? To spoil the surprise: You cannot afford to neglect the basics. If you have no idea how to dress but think you can still get "more girls than you can handle", you will get disappointed. Yet, it all seems so easy in the ridiculous sales letters and websites so frequently found in the industry. Here are some big lies too many clueless (hopeless?) guys seem to believe:

- "You can get *any girl* you want."
- "I *never* get rejected."

- "I can make *any girl* my girlfriend."
- "I can steal *any girl* from her boyfriend in less than 15 minutes."<sup>1</sup>

None of those statements is true, however. Mate selection is the domain of the woman, which is the reason why you will never be able to get any girl you want. You can certainly become more attractive to more women, but this does not guarantee that you will be able to get *that special girl*. But don't worry, she probably isn't that special anyway.

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<sup>1</sup>Of all people, MEHOW made this claim.

# Selling a Dream

Some bad news first: as in any field, not everybody can rise to the top and become a master. What is not questioned in, for instance, mathematics or athletics is for whatever reason seemingly unquestioned when it comes to self-help. Marketers promise that you — Yes, you in front of the screen! — can become a millionaire by following a simple step by step recipe, and if becoming a millionaire isn't ambitious enough, then there are people that teach you how to make *Your First*

*100 Million*<sup>2</sup> or how to become a billionaire instead. Or do you want to lose weight? No problem, dozens of fad diets will at least relieve you of some cash in your wallet. But what about success with women — wouldn't it be great if we were all able to become great ladies' men with virtually zero effort on our part? It is no surprise that the self-help industry has so many critics. Or did you honestly believe all this nonsense?

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<sup>2</sup>This is the title of a book by multi-millionaire DANIEL S. PEÑA. Apparently he is as annoyed with the self-help industry as I am with the seduction industry. Consider this quote: “But how many of them are multimillionaires? Few if any. (...) On any given night out, [my wife] wears in jewelry more than they can claim in net worth. Yet they're telling you how to get rich!”

# Appearances versus Reality

Due to the low if not nonexistent barriers of entry into the market, the seduction industry is fraught with people who cannot get laid themselves. Even many of the big names are a lot worse than you may think. This equally applies to people who have acquired a reputation on public forums, an issue I will discuss later.

But what does it mean to be good? For this, please keep in mind that the average guy only has sex with a handful of women in his lifetime. If you have a life outside of pick-up, a demanding job, one hobby, some friends, and thus you only go out once or twice a month, then you are doing really great if you get five girls a year. This number will

probably be enough to keep you busy anyway. Ten girls a year is great and more than most guys — including many professional dating coaches — can hope to achieve. Also, picking up girls is for most men just a phase they are going through. No matter how good you are, it really gets boring after a while.

However, only a minority of men stumbling across this subculture want to become big pimps. Most just want to (finally) get a girlfriend or get laid every once in a while. This is no big challenge and certainly not a subject that needs to be over-complicated. Skip to the second part of this book if you are impatient.

# The Issue with “Game”

## Can Game be Taught?

I deny that game can be taught. Even if you found a guy who is extremely successful with women, he could not turn you into a copy of himself. The reason is that we all have different backgrounds and live in different environments. I generally refuse to teach beginners for exactly this reason. Some of them believe in techniques which will

magically get them girls, while in fact all their problems reside in them. As long as people don't realise this and haven't had much success, they are hard to teach because they have to work on the basics first.

For instance, I am infamous for quick bathroom

pulls. However, a lot comes together to allow me to do this. A newbie asking me to *teach* him all the necessary steps misses the point on so many levels that it isn't even funny. As if you can be a fat, badly dressed slob and social retard and, with the application of some techniques, immediately turn yourself into a womanizer! But when an advanced guy with a roughly similar background, and who already gets laid, wants me to evaluate his game, and to tell him *how to become more efficient*, I can help him. But men that are not successful with

women have a whole slew of other problems they should pay attention to first.

The prevalence of aforementioned beliefs is one of the main reasons why I don't associate myself with the seduction community. There are many more issues. As my girlfriend once put it, after I told her about some of the dogmas: "This community is completely ridiculous." It truly is, and in the remainder of the first part of this book I will discuss some of the most pressing concerns.

## **Main Problems with “Old School Game”**

Game as it is commonly taught is a chore. This is not just my impression. Even the great advocate of indirect game, MYSTERY, said that *opening sets*, which is his way of saying “talking to girls”, was

boring to him. What is worse, you would have to learn and rehearse your lines and stories over and over. In earlier newsletters from dating companies such as Real Social Dynamics it was advocated

to practice the *delivery of your routines* at least 15 to 20 times. Guess how enjoyable such a night out must be! Thus, this kind of game also takes too long to learn. With a more natural approach to dating and mating you can go out today, right now, without any kind of previous practice, and you will probably do a lot better than those indoctrinated routine-monkeys anyway.

After you have made it past the *opening phase*, you then strive for an advantage in the *middle game* and after you've spent some hours with the girl, you may get your prize and finally have sex with her. This structure entails two problems besides the assumption that all girls are the same, namely that there is an algorithm to success with women, and that the words matter. Words don't

even matter all that much, and certainly much less than sexual attraction. In short, this kind of game misses the point.

The worst aspect, though, are all the over-complications. Just think of *text game*, *phone game*, or downright nonsense such as *tapping*. In fact, mental masturbation is rampant. One could argue, though, that this was one step up from actual masturbation. Unfortunately, it's one step further away from actual sex as well. Just have a look at the redundant and ridiculous [list of acronyms on mASF!](#) You don't need this kind of vocabulary to talk about the process, and there is no such thing as the *art of seduction* or the *seduction science*. It is just weirdos speaking in a bizarre language about things they hardly understand.

# The Most Common Trap

It surprises me how blindly people follow self-proclaimed authorities. If they only had paid that much attention to their mathematics teachers at school. Their English teachers would also have been delighted had those people read novels and short stories as ardently as they devour unsubstantial pick-up ebooks full of drivel.

But what happens to a guy who seemingly doesn't possess the ability to think critically or even think for himself? The basic recipe for failure is:

1. "I experienced X but [insert random guru] said Y!", he writes.
2. He refutes his experiences.

3. As a consequence he never progresses.

It is sad. If only people would think for themselves.

When I began posting on mASF regularly, in early 2008, there was surely no shortage of people offering their advice. Due to a rigorous academic training, however, I had acquired the habit to dismiss everyone who gave me the impression of making unsubstantiated claims, of being incompetent, or of pulling things out of thin air. Sadly, this applied to the vast majority of people. I did find one very helpful mentor though, who was able to give me actual practical advice instead of staying in generalisations as so many others did.

## A Global Perspective

Some people wrongly believe that game is a global movement: emaciated men rising up to claim what is rightfully theirs and free themselves from the yoke of feminism. From my travels, though, I got the impression that there is a sound reason why the *community* has only two epicenters. Those are obviously the United States and the United Kingdom, but mainly London.

I believe the reason is due to the environment. The USA in particular is an incredibly monotonous culture. You'll find the same stores in literally every block. People live in the suburbs, commute to work, spend ten hours a day in a cubicle, and

the rest of their spare time in front of the tube or on the Internet. They seem to have forgotten how to interact with other people. London is a more varied city than, say, New York City, but it's still a rather cold and prude culture.

On the other hand, large parts of the world seem strangely resistant to the influence of mainstream pick-up. Maybe men in Eastern European countries, or in South America don't really need it. As it stands, pick-up is most definitely not a global movement but more of an insignificant counter-movement in certain Western societies.



# The Worst Thing that Happened

## Deteriorating with Style

The book that propelled “game” into the fringes of the cultural mainstream was NEIL STRAUSS’ *The Game: Penetrating the Secret Society of Pickup Artists*. People apparently didn’t quite get that it is fiction. But even if you take it at face value, here are some facts to waken your critical mind: NEIL STRAUSS, aka STYLE, glorifies phone numbers and has huge issues figuring out how to kiss

girls. It just takes him half the book to get somewhat over it. Despite those obvious shortcomings, he is nonetheless teaching workshops with his mentor MYSTERY when he got laid a grand total of zero times with his master's method.

If you are somewhat well-read, you may have heard of JOSEPH CAMPBELL who is renowned for his work in comparative mythology. His book *The Hero with the Thousand Faces* is about a basic plot found in many traditional stories all over the world. STRAUSS' book reads like an attempt of painting by numbers with words since it closely follows the structure CAMPBELL has identified as the so-called *monomyth*.

I found it impossible to take *The Game* seriously. Yet, it has fostered the world-wide spread of *pick-up artists*. Those people are quite a different breed than your seducers of yore. A seducer understands what women want and gives it to them. On the

other hand, a pick-up artist thinks he has to win a game to get girls, using tactics and techniques, which for the most part go nowhere. If they do, which seems almost accidental, given their ridiculously low success rates, they in retrospect construct a story how their method has allowed them to get the girl, oblivious to the fact that the girl was into them from the get-go. The result are usually long-winded *field reports* that are mostly redundant. A prime example is the user A2DAMIR on mASF who is infamous for writing reports in excess of 5,000 words in which he describes how he games girls that are seemingly physically attracted to him all the way through.

Let me phrase this more concisely: *Game is for the most part nothing more than backward rationalising*. It doesn't really exist. Further, any reasonably good looking guy gets more girls than a pick-up artist.

# Aftermath

Neil Strauss' *The Game* was a best seller, and there were plenty of people wanting to have their share of the cake, too. Realising that the barrier of entry to the seduction industry is low if not virtually non-existent, suddenly a myriad of self-proclaimed *gurus* with no history whatsoever appeared out of nowhere. They let their flashy websites, and sales letters filled with hyperbole, do the talking. Further, many of the personas you see in this scene don't give you the impression that they have any success with women. As GERAD from PUAHate.com writes, "The first time I saw DAVID DEANGELO and DR. PAUL, I thought they don't get laid." (I thought the same.)

In the middle of the 2000s the community that never was a true community but always had commercial undertones finally turned into an in-

dustry, the seduction industry. Examples are plentiful. Just think of MEHOW. This Polish fellow may not like to hear it, but according to a former Mystery Method instructor, he had a total of one "lay" before becoming a professional pick-up instructor. One might be tempted to consider this an insufficient foundation for this profession. In order to cement this claim to fame, MEHOW posted on a thread on mASF with the title "its 10:01 on Tuesday - Mehow answers any questions". I have left the original spelling of the post's title intact.

If you ever thought that the commercial people were the most successful with women, then I have bad news for you. Those people are not seducers but internet marketers. They sell products to make you, again, not into a seducer but into a

parody of one, a “pick-up artist”. Businesses are much different from academia. If you hold a PhD in computer science from, say, the Massachusetts Institute of Technology, you have an official seal of approval. But what is your counterpart on the Internet? It’s a JPG graphic designed by some guy in India for \$8 an hour that says “#1 PUA in the World”.

As a result, you have extremely thin spread in-

formation. This itself would not pose a big problem. The much bigger issue is that there are heaps of misinformation. It couldn’t be any other way because *guys that don’t get laid simply can’t tell you how to get laid*. They have no clue. As I will lay out in more detail in the next part, seduction is extremely simple. Obviously, would you know the truth as a seduction marketer and decided to sell it, you would have a hard time filling 20 DVDs with it.

# Two Big Red Herrings

## Phone Numbers and Make Outs

The seduction industry overcomplicates seduction to ludicrous extents. The reason is obvious: They want to create a need, which they then satisfy by selling more products. Let's have a look at a common structure according to which a certain number of *closes* have to be achieved in order to get the girl. Of course, they all require specific tech-

niques. You have at the very least:

- Number-close
- Kiss-close
- Full-close (sexual intercourse)

In this structure, you talk to a girl and eventually get her phone number. You then set up a date for later, on which you try to achieve the other two *closes*. However, as any seasoned seducer knows, you can have sex with women without getting her number, without knowing her name, and even without kissing them. (In the most extreme case, you can have sex with women within minutes and skip the verbal aspects altogether.) In fact, there are some cases where the girl will have sex with you but won't allow you to kiss her, because, for

instance, doing so would be tantamount to cheating on their boyfriend or husband. Don't ask me about the underlying logic.

People concentrating on getting phone numbers or getting make-outs confuse their goals. The goal should be sex. Getting a number by an elaborate technique that equals bullying the girl into handing it out achieves nothing — and then the guys wonder why the number was fake, why the girl never picked up her phone, or why she flaked!

## **Why Phone Numbers are Worthless**

Getting a phone number is not an achievement at all. JOE SEMI-VIRGIN, a guy with hardly any experience whatsoever, only thinks otherwise due to his very limited experience. The very few times he

got a number was because he met a girl through his social circle that was trying to throw herself at him for weeks or months. Eventually it occurred to him that JENNY AVERAGE might be interested

in him and he mustered up enough courage to ask her out or asked for her number. This eventually lead to a date and possibly to more if the girl was willing to do all the steps the guy was supposed to do. Thus, JOE has the firm belief that any number will lead to a date and potentially sex. Too bad the world doesn't really work like this.

In the wild, a phone number is of relatively little value. Many women will give out their number just to get rid of the guy hitting on them. Or how would you explain that so many guys, including the “professionals”, have problems with fake numbers or girls not returning their calls? No, it's not

because their *attraction game* or their *phone game* is weak, but because the girl was never really interested in them to begin with.

If you want to get a girl's number, just pull out your phone and tell her to key it in. There is no need for fancy *routines*. Then you get some more numbers if you feel so inclined. In fact, PAUL JANKA, a NYC playboy that specialises in this kind of game and one of the very few people in this industry I respect, states that, statistically speaking, he has sex with about 11 % of all the women whose phone number he gets.<sup>3</sup> He is tall and very good-looking.

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<sup>3</sup>He recently stated that due to his media exposure, which includes appearances on mainstream TV, his success rate dropped by about 1 %.

## A Word on Make Outs

Kissing girls is rather similar to collecting phone numbers (but much more fun, though). Unfortunately, it doesn't mean much *per se*. Plenty of girls will happily make out with every semi-decent guy that comes along. It doesn't mean they will fuck him. The reason for this is simple: Kissing is a source of validation for girls, so they do it over and over. No, this doesn't necessarily mean that those girls are sluts.

To many women, at least in the Western world, a make out means preciously little. Therefore, if

you realise that she wants to be kissed based on her behaviour, you can just go for it. Forget about absurdities like NEIL STRAUSS' "evolutionary neck bite routine", or whatever it is called. However, in many instances making out with girls will sabotage you, if your goal is to get laid. If in doubt, only kiss her when you are alone with her, or at least away from her friends in the club or bar. This is another reason why the the mystique in the "community" that surrounds kissing girls is essentially a red herring.



## A Further Note on “Phone Game”

An example of *phone game* taken from ROSS JEFFRIES, and probably copied by the likes of DAVID DEANGELO, MYSTERY, and every guy that came after them, is to call the girl, chat with her for a bit and eventually agree on a meet-up. However, some girls don't want to meet the guy because they are not interested in him, but don't mind the validation they get from having random guys calling them.

Don't despair, JOE VIRGIN! Here's how you do it if she really answers your call: You ask her about

her week and find out when she is busy. In turn, this reveals on which days she is free. All you then have to do is to propose a “date” on those days and she will have no excuse not to meet up. Too bad there is a downside. You can corner a girl like this and make her feel *very* uncomfortable by doing so. You might even get her to agree to meet up with you — but only to make her flake on you later. To repeat it once again, bro: This is not a game of you against the girl. If she doesn't want you, she doesn't want you. You will only make her resent you.

# Common Concepts and Ideas

## An Overview of Mystery Method

Mystery Method, developed by a guy with the nom de guerre MYSTERY, is probably the most widespread method within the seduction community. It's popularity was furthered by NEIL STRAUSS' book *The Game*. Eventually, MYSTERY got his own TV show on VH1, which made it into a second season.

The biggest names in the seduction industry — Love Systems, Real Social Dynamics, Venusian Arts, MEHOW, and SINN — are all heavily influenced by it. Some have changed their approach later, to teach what they call “structured natural game”, but it remains the predominant method. In fact, many of the smaller companies seem to be

teaching a derived version.

Mystery Method glorifies the *indirect approach*, meaning that you approach a group from a 45° angle (!) and not talk to the girl you are interested in, but to someone else. You win over the group

first, and later you shift your attention to your initial *target*. Oh, I forgot to mention: If you end up having sex with the girl before seven hours have passed, you did not play *solid game* but had a *fool's mate*. Hundreds of pages would not be enough to describe all that is wrong with this method.

## “All Girls are the same”

NICK SAVOY of Love Systems has frequently stated that “all girls are the same” and thus the same steps work on every girl. For some reasons, he and his posse of instructors seem to be remarkably unsuccessful if this was really true. Please put the phone down, NICK, and think about this before you call your lawyers: How do you explain failure if you know the exact steps necessary to seduce *any* girl? Further, how do you ex-

plain the abysmal performance of the instructors SPHINX and BISCUIT — What an amazing choice of names! — on the TV show *Keys to the VIP* (Season 3, episode 4). If anybody, “professional instructors” should know it, or am I missing something?

The truth is that there is no one-size-fits-all approach. All girls have different ideas. Some will never fuck you on the first night or the first date

because of their morals. Others want to be wined and dined for weeks. Some refuse to give blow jobs, even in marriage — as I've been told by frustrated husbands. Then there is a fraction that wants to keep their virginity until their marriage. On top of that, there are girls who claim to be virgins and refuse vaginal intercourse but happily take it up the ass or down the throat. (Let's thank religion for that!) Or imagine you were in a country where there is no religion, which is probably one of the reasons why, according to some of my

friends, it is ridiculously easy for a white Westener to get laid in, say, Tokyo.

The line between tragedy and comedy is often fine. In London, a former Mystery Method Corp. instructor once said to me, "Dude, you are way too direct." Apparently, it was inconceivable to him that you could do more in clubs than talking to girls, and when he later on saw me making out with a girl that had problems controlling her horniness, he was watching us with his eyes wide open and saliva dripping from his mouth.

# The Linear Model of Seduction

Probably the worst aspect of *Mystery Method* is the assumption of linearity. First and foremost, his model has an absurd foundation, namely that all girls are the same and that you could get any girl. Both are obviously false, but let's now focus on the linearity. MYSTERY claims that *any* seduction has to go through these nine stages:

- Attract 1 (A<sub>1</sub>): Opening
- Attract 2 (A<sub>2</sub>): Female-to-male attract phase (“attracting”)
- Attract 3 (A<sub>3</sub>): Male-to-female attract phase (“qualifying”)
- Comfort 1 (C<sub>1</sub>): Connection
- Comfort 2 (C<sub>2</sub>): Trust

- Comfort 3 (C<sub>3</sub>): Intimacy
- Seduction 1 (S<sub>1</sub>): Arousal
- Seduction 2 (S<sub>2</sub>): Last-minute Resistance
- Seduction 3 (S<sub>3</sub>): Sex

As a result, you will often see — for instance in the videos those alleged gurus release online — that the girl is interested in them, yet those guys are too focussed on their model. Instead of realising that the girl desperately wants to fuck, and simply be taken home, they “get her used to their touch”, “elicit her values”, or “build some comfort”.

Let's consider the possibility that a woman's interest in a man is entirely sexual at first. If she finds you attractive, you give her the clear impression that you are a sexual being and not afraid to act

like a man. This will only further her arousal. You only have a shot if she is interested in you anyway. Of course, you can “play it safe” and entertain her with all your stories and fancy routines. But if this is how you seduce girls, then you don’t realise that some girls will gladly enjoy that guys come up to

them and talk to them. Even if she is not interested in you, she may listen to you for an hour or two. Yet, this doesn’t mean that she will have sex with you. This might be a hard pill to swallow. But don’t worry if this is over your head, bro, the gurus apparently don’t get this either.

## **Demonstrating Value**

*Mystery Method* and Love Systems subscribe to a model of seduction that is based on the concept of *value*. They want to make you believe that you as a guy have less *value* than the girl and in order to overcome this disadvantage, you use a couple of routines *to demonstrate higher value*. As a concession to a nerdy fan base, they speak of *DHV routines*. Acronyms are common in computer science, and they also have their place in a misleading

model of seduction that is based on an algorithm.

For all the pseudo-scientific theories that are being traded in the seduction community, nobody seems to have either the mental capacity or the willingness to consider the results of real science. It is a well-established fact that *mate selection is the domain of the woman*. In the animal kingdom, two males can well fight over one female, but the female still chooses the mate, which could well be

the one who was defeated.

The main issue of the value-based concept is thus that *value* is relative to the woman. JANE PUNK-ROCK and SUE GLITTER might look for something entirely different in a man, regarding behaviour, age, looks, status and money. While it is undeniable that any woman wants to see some

kind of *value* in the man she eventually chooses, the vague concept of value as commonly taught explains absolutely nothing. If there is anything healthy women have in common, then it is that they all get horny. (It is for this reason that I have been able to seduce women from vastly different backgrounds.)

## Peacocking

Dressing well requires an understanding of fashion. Ideally, you belong to a certain scene or sub-culture anyway. If you don't and are interested in one, then show up a couple of times and pay attention to what guys are wearing. Then you're good to go. If in doubt, ask people where they buy their stuff. Most are a bit shallow anyway and love talking about themselves.

On the other hand, MYSTERY's *peacocking theory* presupposes that you have to wear certain items that make you stand out. Do a Google search and laugh at those pictures! In 2008 I used to go out a lot in London. "Pick-up" was relatively mainstream, and its practitioners were usually extremely badly dressed. With my friend TERRY, the guy who got me started on fashion, I used to

play the game “Spot the PUA.” It is great fun and maybe you should try it to. We always had a good laugh.

Typical *peacocking items* include furry hats, goggles, necklaces and bracelets in all shapes and forms. I have heard of people wearing feather boas, fur coats, pink suits, fishnets as tops and plateau boots, all in an attempt to stand out and

*to signal immunity to social pressure.* Those extremes may be less common nowadays, but go to any mainstream night club in the typical pick-up epicenters, and it shouldn't take you too long to see such people. Thus, the message is: If you look as if you don't belong, then you don't belong. Instead of *peacocking*, people would be much better advised to work on their style.

## **The Seven-Hour Rule**

I've read field reports from guys who had a girl in their bedroom dripping wet, *but didn't fuck her because they didn't want to break the 7 hour rule and have "fool's mate"*. MYSTERY is by far the worst guru in my opinion.  
—PUA COMIC, PUAHate.com

I agree that the notion of *fool's mate* and the idea that it takes seven hours to have sex with a woman are both utterly bizarre. First of all, spending that much time with a woman without having sex will lead to many problems *Mystery Method* specifically addresses. One is so-called *last minute resistance*, i.e. the guy suddenly surprises the girl with



the fact that he actually has a dick after firmly placing himself in the friend zone by “building comfort” for hours upon hours. The girl is surprised by this and — unsurprisingly — not willing to engage in sexual intercourse at all as a result.

In fact, you can have sex with women much, much quicker. My personal best is something around three minutes, and it was a regular club, not a sex party or a swinger club. I have had plenty of hook ups in which I got my dick wet in much less than

fifteen minutes, and I kept seeing a relatively high percentage of those women. My personal experience, as well as the experiences of every successful guy I know, therefore undermines the notion of *solid game* as opposed to *fool's mate*. So, if you happen to end up with a girl in front of you that is dripping wet and waiting for you to put it in, you better do so. You don't want to be the guy that turns down sex because he doesn't want to violate a random rule some bizarro from the Internet pulled out of his (furry) hat.

# The New Technology

## Overview

Probably in an attempt to differentiate themselves from countless companies that were doing not much more than offering *Mystery Method* with their own spin and a new label, some players in the market came up with creative ideas. New angles were focussing on being more social, on introducing concepts like *state* and *inner game*, or

downright nonsense such as *tapping*. The message was that you could cure all your problems without even going out. This was called *inner game*. Apparently this term describes everything that is going on inside your head when it comes to meeting women. Fix your *inner game* first, and your *outer game* will be taken care of automatic-

ally, they claim. Unfortunately, one of the main issues of people who lack success when it comes to the fairer sex is that they are too much in their

head anyway. Therefore, it is doubtful how this approach could offer a solution to this problem.

## **Affirmations**

Wouldn't it be great if you could fix your *inner game* by simply telling yourself how amazing you are? Simply stand in front of the mirror and repeat to yourself: "I am rich and famous. I am rich and famous. I am rich and famous." The obvious downside, though, is that if you are not already rich and famous, telling yourself that you are is somewhat odd and somewhat reminds me of the tales of BARON MUNCHAUSEN who is known for rather extravagant stories of his feats and abilities, which among others include pulling himself out

of a swamp on his own hair.

It might make you feel good to read an ebook or listen to an audio programme that attempts to "fix your inner game" by making you repeat hackneyed phrases such as "I make no excuses for my desires as a man." But who do you think is in a stronger position, the guy standing in front of his bathroom mirror babbling nonsense or RANDY JOE who has hardly any inner monologue going on to begin with but simply walks up to girls he finds hot?

# Tapping

When I first heard about *tapping* I burst out in laughter. The gullibility of people is apparently without bounds. Fancy names for this technique have been thrown around for some time, and the most current acronym of choice is EFT (“Emotional Freedom Technique”). One of its champions is ERIKA AWAKENING, a woman in her forties that senses a business opportunity in exploiting this niche. EFT is “self-hypnosis” that involves tapping oneself in a particular location such as your chest or your wrist. Its applications are manyfold, including but not limited to approach anxiety, building confidence, or even making money. Maybe ERIKA should start tapping for world peace? A Nobel Prize should provide enough motivation.

I won't even bother to point out the absurdit-

ies of the premises of EFT. Anyone with a semi-functional brain should realise that it is complete nonsense. However, I'll gladly provide you with an example. My friend THELETTER relayed the following tragicomic story about a guy named THEMANTIS, whom he met in the mASF chat room:

THEMANTIS spent months sitting in his room, not approaching, just using the EFT on himself. Yet, he still felt it worth his time to hang out in pick-up chat rooms and even regularly offer advice. Occasionally, he would go out and try to make eye contact with girls, but not approach even if they reciprocated. This guy was severely depressed and

had a lot of issues, but it's pretty sad that someone had convinced him that EFT was his best hope at improving with women (instead of just talking to them). Last I heard, he had mustered up the courage to hang-out in 3D chat rooms to game the female avatars of what were un-

doubtedly 40-year old men living in their mothers' garages.

This story also points towards another issue, namely that people that have problems attracting partners frequently have serious psychological issues.

## State

In an attempt to differentiate themselves from their competitors, Real Social Dynamics focussed on teaching "natural game." The pinnacle was to be found in a 20 DVD product with the title *The Blueprint Decoded*. The new magic pill this product taught was called *state*. What exactly *state* was wasn't entirely clear. Apparently you are "in

state" when you feel good about yourself. Too bad you normally don't feel good about yourself all the time. But don't despair, this is where *The Blueprint* comes in: If you feel down and don't want to talk to anybody, then you just *unstifle* yourself. In London I once bumped into an RSD acolyte who frequently shouted war cries in a bar (!), claiming

that doing so would make him immune to social pressure and “put him into state”. I shook my head in disbelief.

ROB JUDGE gave me a brief recap and an explanation why in his opinion *state* messes up more guys than anything else:

The pioneers of natural game lauded state like it's the secret to attracting women. However, the idea that you need to “generate” state by talking to a bunch of random of people will cripple guys more than it helps. It instills the belief that people have to bring their confidence “out” of themselves, rather than just walking up (like any normal, attractive guy) and getting the girl. Moreover,

it forces guys who are naturally introverted to take on a fake persona and makes them feel ashamed if they don't want to chat up every random idiot at a bar. For me, I only chose to associate with two people when I'm out: my friends and hot girls. Fuck state!

I agree that forcing yourself to do something you don't want to do does more harm than good. (This doesn't apply if you have severe social phobias, in which case you are better off seeking professional help.) Related ideas can often be heard, such as “approach x girls a night”, “approach the first girl you see without exception”, or “go out x nights a week.” Rather, just do what you feel like. If you have to force yourself, you are already lost.

# Making Money

## The Big Circle Jerk

Have you ever wondered why there are hardly any objective reviews of pick-up products out there? The reason is that people are only in it to make money. On the one hand you have people releasing products. Selling to your own fanbase is not all there is, which is why *affiliates* are brought into the boat. As an affiliate you advertise someone

else's product and get a share of the money. In fact, some people like DAVID DEANGELO even pay you 200 % commission for sales of their entry level product, which is usually a relatively cheap ebook.

Obviously, portals such as Seduction Chronicles,

E-Seduce or PUARatings have no interest in discouraging you from purchasing products. Quite the contrary, every sale they facilitate fills their

own pockets. As a consequence, you will see hype wherever you look.

## **Boot Camps**

It's ridiculous that guys spend thousands of dollars on bullshit, especially boot camps. With a few thousand dollars you can go to the Greek Islands and fuck your brains out.

—PUA COMIC, Melbourne

*Boot camps* are weekend workshops in which you are supposed to learn how to pick up girls. I have attended a free boot camp in early 2008, hosted by the London Seduction Society. Even though I enjoyed the experience, I also found that there

was nothing special about it. If anything, it taught me that “pick-up artists” are just random people who are often somewhat maladjusted. Anybody can walk up to forty girls a night and hope for the best. There is no reason to pay a couple grand for this experience.

However, boot camps cannot work as advertised, simply because every student, or client, comes from a different place. They all have different strengths and weaknesses, and different goals. The same way that there is no one single method that works on any girl, guys have different needs as



well. No matter how varied those are, in the end, an instructor will tell you to approach a girl. He will probably call them *sets*. It's quite likely that the student will get shot down, but that doesn't matter. The instructor then has a plethora of reasons and explanations why your approach didn't work. There is always a reason. However, *it will never be that the girl was simply not into you.*

Should you be successful and get the girl to talk to you or even kiss you, then SHAM GURU will equally provide you with a gazillion of reasons why what he has taught you has helped you in this particular case. But what has helped you was simply that you walked up to the girl and that she found you attractive enough. You will also encounter the problem that he won't tell you that *the mere fact that the girl talked to you doesn't mean*

*a thing as long as you don't turn the interaction sexual.* Pick-up is a numbers' game, but this structure is supposed to hide this fact. For this reason, boot camps are the scam of the decade.

If you want to see for yourself how a boot camp works, just find out where the big companies hold them, and you can see your heroes in action — without paying a small fortune for it. It's usually common knowledge where those workshops are being held. Given the lack of creativity, it's no surprise that they usually take place in meat markets such as Tiger Tiger in London or The Park in New York City. Just show up and be prepared for a big surprise. A popular spot for day game workshops in NYC are the book stores near Times Square and Union Square, by the way.

## Public Forums

Stay away from public forums! I consider them to be a haven for virgins and social retards. Only a minority of the people on them (barely) get laid, and on a rather low skill level like online dating or collecting phone numbers and hoping for a date to emerge. As a consequence, you have a situation where the blind are leading the blind. To give one example, on one of the bigger forums, *mASF*, a user with the name OCKWICK has the status of a so-called *tribe elder*, a post count in the thousands, and is ranked among the top three posters. (He was actually the number one ranked poster for years.) He also happily hands out advice to newbies. This might sound great, but there is one sad fact: His *lay count* is three or four girls in a freaking decade. Make your own conclusion about the fact that he is also a moderator on said forum.

The problem is that *seniority, measured by the date of registration, and post-count, are all too often mistaken for competence*. It seems there is no way around it; just avoid those forums like the plague. The few good people that are interested in discussing seduction have all fled to very small private lounges anyway. Don't worry if you are not a member. Once you get that good that you catch the interest of those people, your game won't need much help anyway. Besides, the very best normally don't bother to discuss "game" anyway. Think about it: If you get girls, why would you ever want to google "how to pull girls"?

Instead of trying to learn game from websites, message boards or books, simply keep going out and talk to girls. If you come across a guy that seems to be good with women, chat him

up. I made a couple of great friends this way. Those people may or may not know of the seduction community, and it's generally better if they haven't. Also, they are usually more skilled when they haven't.

Another hardly talked about problematic aspect of big boards, be it *mASF*, *The Attraction Forums* or *RSD Nation* is their *overt or covert commercial focus*. You may be unaware of it, but their main purpose is to extract money from you. The most liberal of the big forums is arguably *mASF*. However, its owner JAY VALENS, aka FORMHANDLE, obviously loves making money. You will therefore find a plethora of questionable products being promoted on his website. Ads are plastered all over the place, and some look as if they are part of his site. On other forums you will get banned if you mention competitors. *RSD Nation* for instance automatically censors names, a prac-

tice *mASF* has recently adopted as well, and they quickly ban people with critical opinions, which is also the norm on *The Attraction Forums*. Are you still surprised you don't find much objective discussion online?

As a last note, there are regional groups, so-called *lair*s with their own forums and meetings. Those are often seen as a bridge between large public forums and private lounges. But this is true only in theory. Most lairs are even more commercial, sometimes blatantly so, than the big public forums. The people organising those groups simply cultivate a customer base and cooperate with companies. The usual deal is that "gurus" give a talk for free (for which the lair charges money nonetheless) in exchange for an opportunity to promote products and services (for which the lair leader charges a commission of usually 25 % per sale). Further, I know of only very few such

groups that make an effort to screen members.

Luckily, you can learn how seduction works on your own, and you will be better off doing it this

way anyway. The next part of this book, “An Introduction to Seduction”, will give you the basic outline.

# Lack of Business Ethics

## The Best Things in Life are Free

A common theme in Internet marketing is to offer something for free in exchange for, say, an email address. It is standard procedure to offer “free reports” for subscribing to someone’s newsletter. Some people have pretty good content, although those might not necessarily run seduction-related websites. The usual motive is to *generate leads* for future sales. If someone has your email address, then he already knows that you are to some extent interested in his offerings and thus you are a potential buyer. While I personally find this practice rather annoying — and more honorable people don’t seem to do it —, there is hardly anything unethical about it since you know what the deal

is. However, some companies have found ways to redefine what *free* means.

For instance, Real Social Dynamics offers “free” talks. Some of their instructors travel around the globe to speak in countless cities. If you want to participate, you have to sign up in advance and *pay* a deposit. Surely, you would think that if it was a free offering, you could just show up. Out of curiosity, I attended one of their events in London in 2008, because I wanted to hear JEFFY speak. What I found odd was that you didn’t automatically get your money back. You had to sign a form, which wasn’t even automatically handed to you.

Instead, you had to ask for it.

Thus, this company is apparently not only counting on people not showing up and thus forfeiting their deposit. They also have set up hurdles if you wanted your deposit back. The event I attended was relatively crowded, and had I been pressed for time, I would simply have left instead of inquiring on how to get my money back. I did get the deposit back, in the end. Yet, the way this event was handled left a bad taste in my mouth. Had I considered spending money on one of their services, this experience would have changed my mind.

## “I’ll just trick you if you aren’t willing!”

*Forced continuity* is a marketing term that describes the method of slipping in a paid subscription of which you might very well be unaware of. I have no particular reason for attacking Real Social Dynamics yet again, but it fits with the previous section. When I registered for that particular talk in London, I eventually saw a “confirm your order” page on my screen. For whatever reason, there was suddenly a *checked* box according to which I was about to subscribe to a monthly audio series named *RSD Mastermind* “for only \$19.95 each + \$5 shipping & handling”. It appeared out of nowhere, and I had to *opt-out*.

As every honest marketer will tell you, the standard route would be to *opt-in*, when it comes to additional products and services. Imagine you ordered a pizza via phone and the person on the

other end said, as fast as possible, “If you don’t object, we’ll automatically send you a pizza every day from now on and bill you accordingly until you cancel.” Surely you would never order from that guy again and probably report him to the authorities. As DIMITRI from PUAHate.com told me, DAVID DEANGELO does something very similar. When you order one of his relatively cheap ebooks, you might end up subscribing to a monthly interview series. The method is always the same: you have a *cheap or free front-end product, that is bundled with a monthly membership that most people are not aware of*.

No matter how you turn it, this is an unethical business practice. I am tempted to compare those slipped in subscription offers to shopping in real life when someone would slip some items into

your shopping bag during check-out. Of course, in real life this doesn't happen because as long as there is face-to-face communication, even the biggest crooks want to maintain some decency.

Apparently this motivation goes completely out of the window once the interaction is done anonymously via the Internet.



# **An Introduction to Seduction**

# The Nature of “Game”

## Overview

A woman's interest in you is *mostly sexual*. Some women will always be turned off by you. Others are into you, and there is a third group that might be interested, which I shall call the *grey zone*. They are hardly different from men in this regards. If you are a guy reading this, you will arguably agree that there are women you wouldn't touch with a

rusty ten-foot pole, others you might do if there is nothing better around at the time, and then there are the one's you are completely into. Accept this as a fact.

In general, your success with women is nothing but an extension to how well you live your life. If

you thoroughly enjoy success in one area, no matter whether it is business, sports, or some other somewhat social activity, you should have little problems getting girls. You only have to talk to them, express your interest and be sexual with them. In turn this means that if you have problems with getting women, there is something else you should work on first.

However, if you get girls somewhat regularly, then “game” *helps you to make things happen faster* if this is what you desire, or getting more of the girls in the grey zone. Competence through repeated success will then eventually help you to not fuck up more of the great prospects and convert more of the girls that are on the fence.

Still, *you cannot get any girl you want*. Nobody

on this planet can. Even for celebrities it remains a numbers’ game. However, you will obviously have it much easier if you are rich, famous, good-looking, and not too old. Many “gurus” claim that you can get any girl you want the same as you can achieve anything in life, but this is not true. You cannot achieve everything in life. The same way a guy who is around 5 feet will find it impossible to become a center in the NBA, no matter how much “hard work” he puts in, he will have a hard time getting supermodels. This is not a matter of “limiting beliefs”. Life is not fair, and nobody in their right mind would claim it is. That being said, you can certainly achieve a lot in life, given your potential, enough effort and the right circumstances. You can also get enough girls.

# If you Can't Get Laid to Save Your life

I'm sorry to break the news to you, but if you don't get laid, there is usually a sound reason for it. It might be psychological, because you think it is morally wrong to sleep with girls, or it might be an external factor. If you live in a small town in the middle of nowhere, and dream of pulling hot actresses, you may want to consider moving somewhere else where those girls are. Further, if you have a severe psychological issue, for instance you feel that you cannot talk to strangers or get uncomfortable in public places, then don't be afraid to seek professional help.

You do not need to waste time and effort learning *routines*. Spend some time at the gym instead and exercise. Being in reasonably good shape will help you more than your fragile ego will make you want to believe.

Next, choose a hobby with a social aspect. No, I am not talking about joining a Linux user group. Get some friends, male and female, and get used to just talking to people. If you have to get in shape, you have to change your eating habits anyway, so why not focus on cooking as a hobby and join a local meet-up group?

Then, decide what your environment is. Do you like the city you live in? I left my small hometown for a variety of reasons, one of which was that I found it too repressive. I couldn't express myself the way I wanted, and my life indeed took a turn for the better once I had moved to Berlin. This alone took care of a lot of my issues and I realised that many of my problems were only due to a conservative surrounding.

Focus on certain scenes, i.e. find your niche

or subculture. Yes, appearances matter! Even though it is important to get a suitable wardrobe, don't worry about it too much. You will grow into it. If you are into indie/rock music and like going out in this scene, simply copy what other guys are wearing. It may take you a while to get comfortable with it, but eventually, you will be able to get comfortable with it and find your own style.

All of this might sound rather shallow, and it is, but this is simply how things are. You will for the most part meet women whose life has some connection to yours. Everything else is tantamount to pipe dreams. If you are a short Indian guy you will hardly ever pull skinny Scandinavians, and if your social circle doesn't overlap with royalty, you are not going to score with a princess either.

## The Main Idea

Pick-up and seduction are not about manipulation. You cannot trick or talk a girl into sleeping with you. Thus, just forget about magic tricks, routines, patterns, NLP, hypnosis and the like. Studying those is counter-productive and potentially harmful since it turns you into a manipulator. Seduction is *mutual*. It only happens if the

two of you want it. By the way, the law knows specific terms when this was not given: sexual harassment and rape.

It's a simple message: *Cool guys get laid and always got laid*. Instead of looking for an imaginary short cut or magic pill that will make you successful with girls overnight, you better become a "cool

guy”. This is actually much easier than you might think, and beneficial on many levels. In fact, it is almost ridiculous how simple this is.

Important prerequisites are to like yourself. Become comfortable with your body and sexuality. Sports are a great way to help you with it. If you feel any kind of guilt when watching porn or scantily clad women in magazines, then get rid of those thoughts. Get in shape, eat well, and dress

well. The latter requires some understanding of fashion and style. With some research things will just fall into place.

Before you should even think of “picking up girls” or seducing women, you have to work on yourself, and for some this might be hard work. However, theory won’t really help you. As with bodybuilding, 99.9 % is about execution, so just go out and talk to some girls.

## **Nobody has All the Answers**

The desire to enlist the services of a “guru”, especially if you have the time and money to do so is understandable. After all, some guys are great with women and verifiably so. However, just as in martial arts where different styles evolved based on the preferences of certain fighters, seduction

does not have a “one size fits all” approach either.

Different styles evolve based on the personality of the seducer. This means that you shouldn’t follow anyone’s advice blindly even if they are good. Your situation may be much different from theirs. For

this reason, focus on your own experiences. What works for you and what doesn't? If you find that, for instance, you've got the gift of the gab and can say the most outrageous things, yet still don't offend anyone, then feel free to base your "game"

around it. On the other hand, just because something works for you, don't necessarily assume it will work for others as well and begin to evangelize your "method". We are all different.

## **About Personal Style**

I have acquired a reputation for my successes in night clubs. This environment might not be for everyone, and I am perfectly aware of that. If a 40 year-old virgin who has never been to a club asks whether I can "teach" him to be as good as I am, I have no choice but to turn him down. He would not be able to learn much from me. I developed my style because I love going to clubs. This is not a general statement, but I tremendously enjoy a number of scenes in London and Berlin. Thus,

picking up women there was an obvious next step. (You would have a hard time getting me into a mainstream club, though.)

Further, I am not overly talkative. In fact, I find it rather frustrating to spend my time with too much small-talk. I prefer to get to the point as soon as possible. I do have friends, but I don't want to be in a position where I have to rely on my social circle to get introduced to other girls. You are in a much better position when you can go out alone,

wherever you want, and get a girl on the same night. *If you can do this repeatedly, then you can call yourself a seducer.* Because I am in touch with my body and my sexuality, I get sexual quickly. My style certainly wouldn't work for everybody, but feel free to try.



# Seduction in a Nutshell

## Where to Meet Women

Girls are *everywhere*. Ideally, your life is varied enough to allow you to meet many people, be it at school or work, on public transport, or as you just go through your day. You can meet girls on the street, while shopping for groceries, or as you go for a run. Meeting girls through one's social circle is in fact the easiest and most common way. It is

also the least exciting. However, for this to work you better have a large social circle to begin with.

Online dating is becoming more and more popular, probably because it allows people to get over the fear of rejection. But caveat emptor: It is mostly social retards picking up other social re-

tards. Or do you honestly believe that hot and somewhat social girls have a shortage of men propositioning them? As my friend CORLEY recently put it: “Why go for low hanging fruit? I feel like guys go for the online stuff when they feel things aren’t working in real life.”

Lastly, you can try *cold approaching* and meet girls in night clubs and bars. Yes, girls go out to get laid. This is what I prefer, but depending on your age or city, this may not be an option. If you don’t like to go out, you can also try your luck during the day: There are streets, malls, bus stops, book stores, record stores, coffee shops, cafeterias, public transport, university campuses, and the list goes on and

on. In big cities there is an abundance of lonely office girls that spend their evenings alone, eating Chinese food while sitting in front of the telly. They are only waiting to meet a great guy.

Certain jobs will make it incredibly easy to meet girls. You probably wouldn’t read this book if you had one of those, and if you don’t have such a job yet, changing your career merely for this aspect would be a bit odd. I’m talking about the music and service industries. Join a band, do some DJing, become a bouncer, or get a job as a bartender! Girls will just come to you. But no matter what your situation is, there is no excuse for not meeting girls.

# Seduction

Seduction is primitively simple. Or how else do you explain that our race managed to stick around for millions of years? Eventually it boils down to:

- Picking your environment
- Focussing on receptive girls
- Not fucking it up

The first and most important step is to show up. In some of the most fashionable clubs in London I have seen guys getting laid simply based on their appearance. This is an extreme case, but in the

end this will be the cornerstone of your successes as well as you will pigeonhole yourself in order to appealing to a certain group of girls.

For the most part, girls won't do the work for you, so you have to be willing and ready to make the interaction sexual. (What you can and cannot do is obviously determined by the surrounding. Meeting girls on campus is much different from a loud techno club.) If she likes you she'll give you a chance. If she doesn't, nothing — no "routine" in the world — will make her change her mind. This "method" is more effective than any kind of game. You may want to think about that for a moment.

# Relationships

Sleeping around can get boring after some time, so looking for a girl to keep around for a relationship might be a reasonable goal for many guys. Especially men who have not have much success with women might feel insecure when it comes to relationships, and for exactly this reason this is the next subject the seduction gurus try to overcomplicate. After they couldn't teach you how to successfully get girls, maybe they can teach you how to keep that one girl that kept you around? I really would not bet my money on it.

A common claim is that "getting girls is easy but keeping them is hard". This is certainly not my experience. Girls love sex, and what helps you a lot is that some girls think they can only have sex in a relationship, so they will want you to commit. Girls want the safety of a relationship probably as much

as guys want sex. The best part, though, is that if you want to get into a relationship, you have to do hardly anything because it's the girl's job. Here is the basic wish list girls have:

- You satisfy her sexually
- You are not a complete dickhead
- You look good next to her
- You can be introduced to her friends
- You can be introduced to her family

That's it. It is really that simple (at first). Have fun with your new girlfriend!

If this short list looks intimidating, which it shouldn't, then don't despair, because it gets even

better: Depending on her level of sexual deprivation, her age or certain of your features, some of those items quickly disappear from this list. Of course, finding a girl to have a great relationship with is a bit trickier, but that's why we make an effort to leave the house and talk to girls in the first place: to meet enough girls so that we can choose wisely! Sadly, though, too many guys settle for

any girl that would take them. Whenever I see a reasonably good-looking guy with a dog or a girlfriend or wife, I feel sorry for them. However, women are not necessarily different in this regard. As they get older and approach their 30s, they increasingly settle for pretty much anyone. It's actually sad.

# Conclusion

*Debunking the Seduction Community* has hopefully shown that the seduction industry does worse things than offering hot air. In fact, it can be detrimental to your progress. It also offered you a pill that might be hard to swallow: If you have problems attracting women, you have to work on yourself. “Educating” yourself by watching misleading DVD programmes and attending weekend workshops by unqualified people won’t

help you. There is no quick-fix solution available. It does take some effort and you will have to learn how to deal with rejection, and if you fail you just try again, until you get the success you can realistically expect for yourself.

On the other hand, and let this be a warning, following the overcomplicated and often plainly wrong “theories” of gurus can easily have you walking around like a chicken whose head got

cut off. On PUAHate.com, a forum where many fraudulent gurus get exposed, a guy named DREAM got his fair amount of ridicule. He was offering commercial boot camps, but he has had sex with only three women — from about 2,500 approaches! The user GENERAL GRIEVOUS commented:

That's only possible for a community guy, constantly blocking his natural instincts from learning from the

approaches, because he tries to fit stuff into community theory and into flowcharts in his head all the time. Repeat: Only a community-influenced person can do so many approaches and not get extremely good in the process.

So, forget about “pick-up theory”. Get a life, go out, and get laid. Sex is no big deal. It is just sex.

# **Questions & Answers**



**Are you saying that game doesn't exist? I have problems "opening girls" but I think if I just practice enough, I will eventually overcome this and finally get girls.**

As the proponents of the seduction industry describe it, "game" does not exist. Those people sell it as the great equalizer that, no matter how you look or how little money you have, you can get any girl. This simply does not work. Game is not a skill you practice.

It is little surprise that as a consequence too many guys believe that their looks and those other basic factors don't matter because once they get good at "game" all those problems will be solved. This is a

truly nonsensical position, and we can all thank Mystery Method for spreading it.

If you don't work on your fundamentals, you will always have to dig yourself out of a hole if you don't get shot down immediately. Instead, fix those basics, get your life in order and focus on the receptive girls first. If no girl is receptive to you, you've got some serious problems which have to be addressed first.

## **OK, you say that this is a sham industry and that all those people have no credentials, but why should I then listen to you instead?**

I can only encourage people to be critical of everything they read, which doesn't seem to be taught enough in schools and universities, and for which reason all those bogus industries are able to thrive in the first place. As I wrote, I do not claim to have all the answers.

What distinguishes me is that my development was rapid. I have had hook-ups in a variety of ways. Whereas a lot of guys in this scene are content with collecting phone numbers and hoping for dates to materialise, I spent my efforts on figuring out how to seduce girls as quickly as possible. It took me about nine months until I had reached a level some would describe as mastery, i.e. having sex with girls within minutes. This is what I

consider the pinnacle of pick-up.

I have reached an unusually high skill level. I have had encounters where girls followed me into nightclub bathrooms within mere moments, and I have seduced girls completely non-verbally, only due to physical escalation. If you now want to object that I am nothing but a "club guy" that is competent at getting one-night stands, I am sorry to disappoint you. I have also been in relationships of all kinds of forms. Keeping girls around was never my problem.

Lastly, I have had to learn "game." As a consequence, I have acquired a deep understanding of underlying principles and I know what works and what is just superfluous nonsense. Of course,

you will occasionally encounter so-called naturals, but those people usually are less aware of their actions. Also, from my own observations, I doubt that many of those people ever asked themselves

how to become truly efficient, and are thus able to distinguish what are important and necessary steps when it comes to seducing women, and what are merely bells and whistles.

### **You say that meeting women and getting laid via online dating was a low skill. What do you mean by this?**

One of the absurdities of the community is that people that get laid occasionally from their social circles or from online dating think they are great seducers. However, those two methods are the least risky. The window of opportunity in social circle game is ridiculously large. A girl might find you interesting, and you can ask her out weeks later. On the other hand, if you meet a girl in a club and don't make it happen the same night, you may have blown your one chance.

The issue I have with online game is, apart from the amount of time it consumes, that it doesn't require any balls. You send out a couple of emails and hope that one girls bites. In fact, if she meets up with you, she is in the vast majority of cases down to fuck. The big downside, though, is that many girls seem to look much better on their online profiles.

Thus, I refer to high level game as when a guy walks up to a girl in real life and starts an interac-

tion that ends in sex. On the other hand, the common kind of game, and the kind many “professionals” teach is to collect a lot of phone numbers, hope that some girls answer your calls, and meet up with them. Again, this requires relatively little skill. Compared to the seducer that has sex with the girl the same night, collecting phone num-

bers is something many people can do. In fact, for MYSTERY, one of the main figures of the seduction industry, having sex with women quickly was considered *fool's mate*, simply because it didn't fit into his system. But what if you do it week after week? I am tempted to say it's a rather rare skill, and one hardly any man possesses.

**You may not necessarily be wrong with most of your statements, but me and my buddies Jeb and George do the kind of game you are arguing against all the time and we have tons of success with it. How do you explain this?**

The main issue with game is not even that guys get laid or not using it. For my argument it doesn't even matter whether those alleged gurus get laid or not. That many don't get laid a lot is only further proof. But even if they did, it doesn't refute my statement that “game” as it is commonly

taught is overcomplicated and misses the point. Further, guys don't seem to understand that woman really want to have sex. Really. They are yours for the taking.

Someone educated in conventional game misses

all the signs and follows some inane theory on how to get girls when he has just to take them. Seduction is always mutual. The girl wants to be kissed, and the guy thinks of ways of “getting from A1 to A2” — if you don’t get this reference, good for you, since it’s a jab at Mystery Method.

It is not the case that game works. People merely believe it does because they fail to realise that the

woman is already interested. Yet, they keep on spouting out their lines, but because they focus too little on what is in front of them, they waste their time in the best case. In the worst case, though, they lose the girl because most women can’t stand guys that don’t dare to make a move. You don’t get girls because of game – you get them despite game, because they were tolerant enough to put up with it.

**There are so many videos on YouTube that show successful pick-ups. What do you have to say about that? I think you are just another negative PUA that hates the community!**

In-field videos are an interesting phenomenon. Most show barely anything. What you mostly see are guys afraid to ask for a number directly (*number close routine*), or guys that are too afraid to make a move and kiss the girl or trying to leave with her. I have watched a couple of those videos

and usually you only see a guy wasting time with his “method” or fucking it up royally without realising it. Further, many high-profile videos are either staged or the result of meticulous editing, but this is an issue I won’t go into at this point.

## **Dude, you are such a hypocrite! You say that boot camps don't work but on the other hand you offer your own similar programmes and charge a ton of money for it!**

I do not offer boot camps. In fact, I have been invited by some lairs that asked me to offer (paid) boot camps and I have turned their request down. However, have worked with more advanced guys on one-on-ones. Those people already got enough girls and merely wanted to become more efficient, i.e. they want to learn how to get girls faster, not how to get girls, which is a huge difference. Or, they were successful in one area, like cold-approaching from day-game. All those guys have more than just a modicum of sexual confidence and experience. They don't need to work on some basic issues. Also, I do not work with complete beginners.

My main concern with the mainstream seduction

industry is that it gives empty promises and misleads guys. In contrast, I don't make any such claims. In fact, read this book again and explain to me how this would work as "advertising to the anti-pickup community." I am not trying to sell you anything. In fact, I'm technically undermining my own business when I tell guys that a more sensible approach, if they are struggling to get girls, is to fix their life first, and once that is done, they will find it relatively easy to meet girls. People who nowadays contact me for phone coaching sessions have done a lot of the basic work, which pickup companies normally completely ignore, already.

The men that sought me out were usually pretty

good with women. They have found my posts very helpful and wanted to meet me in person. Many have followed my posts for years. The fact that I got most of my clients via referrals — I do not run any advertising at all — probably speaks for itself. Lastly, let me point out that I teach seduction semi-professionally. I have no interest in de-

voting my life to it. Still, I have an interest in helping other men to improve their love lives, which is part of the reason why you will find a myriad of posts on the Internet. I have given people free advice for years. If anything, people calling me a hypocrite might be called hypocrites themselves.