

HookingUp 2011

The 21tiger guide to creating that spark.

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Preface

It's fun to go out exploring the city, having fun, and meeting people. Eventually we met a few interesting characters and built a social circle around us. It's not long before we start getting a few dates.

Ironically this is the one subject most people have a ton of experience with, but is still really hard for all but a few: men can't understand women and women can't understand men; they fight over who has the power, and who has the attraction. This subject strikes at the very heart of the ego: which of us has more value, and what does that mean, thus making this the most controversial and complex subject to date.

[Note: Examples and dialogues in this book can be tweaked to be used for either men or women, gay or straight. Unless otherwise mentioned, feel free to make adjustments, as I'll use a male voice as the default. I have to make this declaration at the outset or I play the 'pronoun game' way too much.]

I propose that the hardest part of meeting that special someone is that *most people out there try to date as a cure for not actually having a very fun life* to begin with. With all the other interesting stuff in our lives, having left this to the very end, romance is actually the least important thing in our lives, not the most. Recognizing this can lead to some very powerful attraction.

Of course, meeting someone in a bar, and ripping each others clothes off within a few hours of meeting is a thrill. And to many, that thrill (with or without alcohol) is the best thing that's ever happened to them. And so they keep going back. They keep getting dolled up, to lure the next great lover. Some even memorize pickup lines, and great stories that 'seem to work,' all the while not really understanding the process. What are the components of attraction, and why do some friends bounce back and forth between flirtation, resentment, lust, and everything in between? There must be a way to not only turn it on, and way to keep it on. Why are we drawn to our opposite?

Others avoid the pickup routine, and prefer traditional dates. Like you, I've probably been on hundreds of dates. I want to discuss this, now that we have context for 'going out', but you have to be careful because before long, your girl will turn to you and ask one of the most important questions of all:

"Where is this going?"

Physical Attraction

Now, actually meeting people and hanging out with your friends has almost nothing to do with your looks. You might dress funny, you might have a dorky haircut, but as long as you're not embarrassing people you're okay. You don't even have to be that funny. People like having you around, you bring more friends to the party, so you always get invited. But very quickly your friends will start asking you about your dating status. Most likely, you start wondering about your own 'dating situation' immediately upon entering a restaurant, bar, or shopping mall (or car dealership, convenience store, circus tent....I could go on).

So why do we put so much emphasis on looks? Simply because it's the first thing people notice about you, right? Of course, for men, we get a ton of valuable information about a woman just from the way she looks. And women get a ton of information about a man too.

What they think about themselves?

- Are they happy?
- Are they sexy?
- Are they alone or with a friend?
- What crowd do they hang with?
- Do they work out?
- Do they drink/smoke too much?
- Did they bother to shave today?
- Do they wear cool clothes?
- Are they confident?
- Will they make my friends jealous?

There are tons more, but you get the idea. It's amazing how we've evolved to pick up on so many traits, in just a split second. Men are more likely to spot health related traits, and women are more likely to spot personality related traits. But we can't take all the credit, since it's a genetically wired instinct. Which brings us to another point: it's not personal.

I know, I know, what could be more personal than saying, "Look, no offense, but your third chin is really grossing me out right now, and when was the last time you brushed your teeth?" It's really hurtful when someone criticizes our body, but it's not about you, its about the kids.

It's true. We've evolved¹ this way, because both men and women want to meet someone with which to raise a family. That's why men, no matter what they tell you, no matter how hypocritical it may seem, are averse to any women who smokes four packs a day. It might be unfair, but we're different, and thus are attracted to different things. A man knows that a woman with yellow teeth, or a deep raspy voice is going to make a

less than optimal mother, and possibly give birth to less than ideally healthy children. And we notice this in a hundredth of a second, and move on.

Women, for their part, can tell a million different things from the way a man moves through a room. She notices his eyes, his smile, his clothes, the way he uses his body, the way other men respond to him, the way other women respond to him. In a man, women see every kind of security there is, not something physical, but something ethereal. He will protect her, and maintain her, and provide that for many years, because he has an unlimited supply of confidence, positivity, charm, and social awareness. He doesn't have to be 6 ft 5 to provide physical security, but it would be great if he was a leader to his 6 ft 4 friends. Again, it takes about a second for women to make this assessment, and everything after that is just confirmation.

Look, if you're working out, and eating right, you should be targeting a good weight. And beyond flossing regularly, the only real advice is to update your wardrobe. Beyond that, your biggest attractor is your brain. Being good looking is only the beginning.

A bigger part of your physicality and physical attraction is body language. Most people don't realize that they're sending mixed messages, when they are nervous or unsure of themselves, meeting new people. The problem is they put too much importance on the physical, and both men and women can tell when someone is *thinking something incongruent with their body*. You may say some slick words, or have the best jokes, but if your inner thoughts are totally repulsive, negative, pessimistic, the people around you can tell. As the great Celtic coach Auerbach put it: "It's not what you say, it's what they hear." Body language is the way confident men and women read your mind.

So what kind of body language is bad? Anything that closes you is bad; being crouched in a corner, as opposed to smiling and sitting up and open. The thinking is pretty obvious: if your body language is closed its because you're trying to protect yourself. That signals to other people that you are threatened by them. As such, they think, "this guy thinks people around him are jerks...why would I want to hang out with someone like that?"

You might not even think that way, but just be aware that crouched, closed, protected body language is being picked up by everyone that lays eyes on you. Relaxed, comfortable body language is attractive because of the message it emits, "I'm here. I love this place. Come say Hi."

If you want to see what good male body language looks like, watch guys like Matt Damon, George Clooney, and Brad Pitt. Their personalities are derived from body language first, and dialogue second. For women, the only hangup is a cold/negative attitude that some women use in night clubs (and completely drop in the daytime). If people say you are a little cold, consider more eye contact, and try to have fun. Guys like that. Male body language doesn't work, because it emits Male energy, often associate with Lesbians. If you're not a Lesbian, it's not congruent, and comes across as 'odd.' Okay, let's talk about Male and Female energy.

Habits

Check out a few movies with male/female superstars. Watch their body language. This stuff is totally deliberate when its up on screen, meant to sub-communicate (communicate on a subconscious level) to the audience who is the good guy, who's the protagonist, and who's the beautiful love interest. What qualities would you like to project? What physical behaviors/body language is usually associated with those traits?

Male and Female Energy

Okay, some of this stuff is going to sound like cosmic theory, but bear with me. I'm going to suggest that the energy you have when you move throughout the world is there to be used. The way we use our energy is to give it to other people. Often this is in the form of a generous act, taking time out of our day to talk with our friends, and help them out, throwing parties for them, shopping for them, wondering about them. We devote time and energy to their benefit, and we also benefit. Not that dissimilar from the good feeling you get from volunteering, or helping others out, donating money, we get a feedback effect.

Now I'm going to bring about two words that might sound controversial or offensive. Domination and Submission. I'm trying to avoid any Yin and Yang references, but these two opposing energies really seem to have a similar symbiotic relationship. Domination is defined as the exercise of control or influence over someone or something, or the state of being so controlled. Submission is defined as the action or fact of accepting or yielding to a superior force or to the will or authority of another person.

Well, the reason these two qualities are so exciting and sexual is because they embody what Straight Women and Men are looking for, respectively, when they go out. Why? Naturally men are looking for a good mother, and women are looking for a protective husband, so a dominant man, can also protect her from danger. This is really caveman stuff, but we have to acknowledge out monkey minds².

Some guys resent the jocks with the cute girlfriend, and likewise, some women can't stand the over the top adorable bimbo girls, that seem to drive the boys wild. Both groups are confounded, "How you can you like that guy? S/He's an idiot!"

By attempting to deny the importance of these forces, we attempt to deny our very genetic makeup, and deny their importance in raising a family. In other words, we should be thankful these forces exist. They do serve a greater purpose. They serve you, by enabling your children and their children.

And what happens if you exhibit little or no aggressive tendencies, or you meet a woman that exhibits very little submissive body language? You become friends, if anything. This is another reason why it's crucial to have a fun interesting life with real friends before you start looking to hook up: without a circle of friends, you appear to have almost no energy.

It turns out that, in our minds constant stream of fantasizing, planning, wondering, we have the ability to project into the future. One interesting upshot of this is that, often, when aroused, we fantasize about men or women we really like. This brings us to Pornography. Studies have shown the more someone reads porn, the less able they are to be aroused with the mundanity of reality³ (read: actual sex). When this happens, sex is either infrequent, rushed, or just boring. Which only pushes the lovers further apart, either to cheat, or to go only for some cheap thrills.

I fear that, this kind of behavior leads to a fracturing of personalities--part of you is on show and part of your is a deep dark secret. This kind of Dr. Jekyll and Mr. Hyde life means your energy levels are fractured as well. And if that happens, instead of energy sources, we become energy vampires.

The story that attracts us so much is about seduction. We love seduction. We are hard-wired to be repulsed by acts of sexual violence, but we are allured by the idea of seduction. The teacher and the student. The boss and the secretary. The bad boy and the naughty secretary. These clichés exist in the world of Erotica in the form of cheap irony. But in a weird way, these low-budget flicks are romantic. Why does the lonely housewife have a fling with the gardener? Because her husband is a workaholic, and he's never around. Ultimately the corny storyline is about affection and love. And those who watch these movies at once sympathize with both parties in the movie. They feel both male and female energies within themselves, and are aroused by the spark, the attraction between the two. But such lonesome romance is unnecessary; in real life, we have vastly more tools at our disposal to attract our loved ones. So we should spend more time on that, and way less time on the fantasies of coked up actors.

Not only is this fracturing of sexual energy having a massive effect on your personality, it's killing your sex drive. The more your climax to a fantasy, the less you know how to enjoy the real thing: if we can get good at getting the real thing consistently, we'll never think about porn again.

So going back to the monkey mind, there's a term that has been floating around for years, that must address in terms of the Male Female energy: Alpha. Alpha meaning the first or the number one, so the Alpha male is the highest ranking male in the community or group. An Alpha female is the number one female (the Queen) in her group. Whereas the male energy is to use dominance to attract women, the female energy is to use seduction and the suggestion of submission to attract men. All members (male and female) below them in rank have, in descending order, less and less of the respective energies, and hence, less power in the group.

A lot of people think this kind of stuff is anthropologic and sociological nonsense, but it makes a ton of sense. Most women look to the Alpha female for direction, and lesser men look to the Alpha male for direction. If you pay a little attention to these social dynamics, you can massively improve your social life.

Above all, being 'Alpha' means having more passion and energy than anyone else around you. When you're in the right state of mind, and you're full of energy, you have no fear at all. You don't really care if someone doesn't like your hair, or your shoes. You just want to bounce around the room, giving others energy, because it multiplies how good you feel. The reason Alpha males and females are so successful is because we're naturally attracted to their higher energy levels.

Now, I've used the word feeling a lot here, and I want to stop and talk about this, because, over-intellectualizing things is a one way ticket to boredom when you're going out and meeting people. The goal, ultimately, is to switch off the brain. You don't

want to be 'analyzing' people, you want to be enjoying them. The men and women that 'don't get it', are the ones trying to logically have a good time. That doesn't work. That was great for work, and it's great for doing your finances, but it's terrible for socialization. To be social is to feel.

Habits

If someone were to describe your general energy level what would they say? Lazy? Shy? Aloof? Intense? Crazy? What is your temperament like. These are the kind of things feel about you before they listen to your words.

Fear of Rejection

So with that theory, you pick a night, and a few friends go to a nightclub downtown. You get in, and the temperature and the energy is electric. You're in an all new environment and you can feel the beat thumping, you try to look around the club but the noise is painfully loud. You turn to one of your friends, and say, "Let's get some drinks".. he leans in, "What did you say?!" You lean back, "I said lets get some drinks!!" Your other friend shakes his head.

Admit it: this is really uncomfortable. If this place is such a pain in the ass, then why do people go to clubs? Because it's a playground.

Just like when we were kids, the modern playgrounds are bars and nightclubs. It's a little cynical to say, "people just go there to get laid," because when people have fun together, often they end up having sex. There's a lot of correlation there, but not much in the way of causality. I made that mistake myself: my logic was, 'if I can meet girls at Starbucks and meet girls on the Subway, and meet girls on the Internet Dating sites, then I don't have to go to a nightclub! I'm such a genius. I can totally avoid the unbearably awkward experience at those meat markets.'

Notice, I wasn't avoiding people, and I sure wasn't avoiding women, I was just avoiding the clubs themselves. But in doing so, I got the rockstar lifestyle: filling up my calendar with dates, but none of the totally crazy nightclub energy. In other words, empty rockstar sex, but no actual life. Lame.

By meeting girls in more casual environments, I could almost completely avoid the rejection I feared. A girl at Starbucks is going to be more polite, and laid back and cool than a girl at some all night rave bar, or so I thought. And for sure, meeting girls online almost completely eliminates the rejection. If girls reject you online (don't respond to messages, etc) you don't really care, because you've got so many interesting women to talk to. In fact you don't have enough time to date these girls! It seemed to be the ultimate model. And it is, for sex. *But not for fun.*

Those relationships will quickly fizzle and die, when the girl realizes you don't really have a life. As it turns out, getting good at meeting people in night clubs might be the ultimate move, not because it's great for conversation on 18th century economic theory, but because it's fun.

Rejection is fun. It really is. I remember many years ago, I had been out with a girl a couple times, but had gotten nowhere with her physically. I was ready to give up with her. I really felt down about it, *am I really that unattractive!* I thought. Finally, something in my brain snapped, this girl had been flirting with me for all this time, and I hadn't even kissed her. We were standing on the street waiting for a Taxi, and I turned to her and said, "Close your eyes, for a sec" "Why.....?" She smiled. "Because I'm going to kiss you." In that moment, I felt like a million pound weight had been lifted off my shoulders. She blushed, and started to giggle.

In all my horrendous fantasies about what a girl might do when you asked her for a kiss, or told her you wanted to kiss her, I never imagined blushing, or giggling. I felt so cheated. What about all the violence abuse I'd seen guys take on TV sitcoms. You know what I'm talking about. A guy and a girl are at a party, and the guy leans in, and gets a smack across the face. This is the kind of imagery that leads men, just as it led me, into thinking that their sexuality, and their impulses are to be repressed, and are actually bad. Why did that girl smile when I told her I was going to kiss her? Because for the first time I was showing glimpses of Male energy. Everything I'd done up to that point was mostly unattractive chit chat, and weak. I showed some Male energy, and she reciprocated with Femininity. It's the natural way. And it's the path out of rejection.

It works both ways, masculine men don't really get rejected, and neither do confidently feminine women. It's when the energy is mismatched (e.g.. a confident looking woman, totally uncomfortable in her own skin) that people reject your advances.

It's actually hard to get badly rejected. I've found that if you want get rejected badly, you can just act like a Beta Male. Actually being direct, and going up to a beautiful woman, will WORK. Tiptoeing around them is how you get rejected badly.

Remember the Male/Female energy stuff. Smiling and being timid is not Male energy, and thus tip toeing around a beautiful women like this, will probably get you rejected, just because she wants to smack you for being so annoying. For Women, any kind of aggressive/masculine body language will equally weird guys out; being too loud, acting drunk, bossy, using curse words will put you in the wrong category. Project the right energy, and the opener almost always works.

Also, about Eye Contact.. A lot of guys and girls won't hold eye contact, but it really is the first level of sexual tension. That 'uncomfortable feeling' is what builds attraction. Try holding eye contact as long as you can when people you're attracted to when you're out. In fact, try holding eye contact with almost anyone, guys and girls. It turns out to be an empowering thing.

When you approach a women, your goal is the approach. The first two seconds where you make eye contact, and say 'Hi', or, 'What's up' or, "Hey there"... If you start planning several hours of dialogue after that, you're killing all the fun and spontaneity of the moment. And that spontaneity, is what he/she loves. And if all you care about is approaching, then you literally cannot fail.

Rather than imagining some disaster scenario, here's a reality check: you already have a fun interesting life, with cool friends, and big goals for yourself. You're not looking to this person for help.. you're trying to help them. You have a fun cool story you want to share with them, that's why you're talking to them. It's literally impossible for him or her to take it away from you.

Why do most people associate feelings of rejection and pain with these kind of approaches? Because the subtext of the interaction is, "I want something from you and

if I'm charming enough, you just might give it to me," which is the opposite of how you want to think. This is about giving your energy.

You're reaching out to people to give them something. You're going to give them energy, and you're going to teach them something, you're going to tell them a story, and you're going to make them laugh.

They are your prospective customers and they are always right. If you are being creepy, don't be so defensive, try to lighten up and be more natural. If you are standing too close, or your voice is too quiet, don't take it personally, you can learn this stuff, and you can do it without turning into a bad person.

You know that voice in your head that always says "I wish I would have done that!" "I wish I would have said that!" That's your conscience/ego talking and he wants to come out. Start letting it out and listening to it. It will get you into trouble, no doubt, but it will make you better for it. Remember the movie where Jim Carrey had to say Yes all the time? Well think about that in your social life, how many times have you hesitated to accept an invitation to a party? We all have. And how many times have you talked yourself out of approaching a guy/girl when you're out? When you do that, what you're doing is saying No, first to your friends, and second to yourself.

Besides practicing chatting with people in clubs, you can do it with Taxi drivers, Supermarket Cashiers, and even with total strangers on the subway. I've met people on the subway that were fun, and open to chat, and I've met people that were cold, and dismissive. I'd say about 99% of the time, the *difference was me*. The truth is, being talkative and warm is not an on/off switch. It's like a car that needs to be warmed up in the winter. First warm yourself up, then warm up others.

So what do you do? Accept that the first guy or gal you talk to is not going to be bowled over by your approach, but the 5th one will. That's how it works. Even David Stern, who appears to be the most confident, talkative guy in the world--imagine the first words that come out of his mouth everyday. Probably not 'print-worthy' right?. But by 8-9am, these radio guys have been talking for 4 hours already. When you see them at the Letterman show, they've been talking about 8 hours that day already! *This isn't their 5th approach, it's their 100th approach!* That's the difference between a guy that's talkative, and a guy that's "shy."

Just start talking.

Habits

For the next week, make a note of how many people you talk to each day, and how confident or shy you feel on each day. This is not about happy/sad, its about confidence vs. shyness. Some guys have actually approached 80-100 people, just by going to the mall and chatting with complete strangers. Can you imagine how sky high their confidence and energy levels were at the end of that day? It's the ultimate anxiety destroyer.

21projectfun

Hopefully you've already started going out, even if it means going out solo. You'll start meeting people and building up a social circle. Now, we can take those exact same outings, and add the component that is going to mean more dates, and better relationships. If you can't have fun going out solo, you'll never have fun going out with others. When it comes to dating, the ideal date is you going out with 7 people, and it eventually dwindling down to a twosome. Notice, it's a totally different take, when you start with a twosome, and end with the two of you, you're putting an enormous amount of pressure on yourself.

- You have to interest/impress this person, without any social proof (e.g.. she doesn't think you're popular if you're friends aren't there, or you aren't talking to anyone else. This means in the Alpha/Beta model of social order, you basically get no credit for having a great social life)
- You have to do almost all the talking, especially on a first date. You better not tell a bad story, or bore her to death.
- If all this feels like work, you're not excited about it, which means she's not excited. If you're not having fun, how the heck do you expect her to, you know, like you?

The alternative is to build the 'dating' part into the social life that you already have. This means there are more men and women to choose from, to interact with, and in general, you're having way more fun every step of the way. That means inviting more people with you on your 21projectfun outings, and over the course of the night, going to a few different bars/clubs/venues, and by the end of the night, the big group may grow in size and then splinter off into smaller groups as the night winds down. This is when people hook up. Lots and lots of people do this, they just don't have a name for it. In many ways, the traditional notion of a date is too limiting. Fundamentally, they're not doing something fun, so they don't want to do it. And the only reason to do something lame with a chick is because you think it will 'pay off' in the end.

Using the 21projectfun style, you go out with a bunch of people, preferably a balance of men and women, and go from venue to venue, maybe numbers go up, maybe they break off by the end of the night, but ideally you've set it up so you and your girl have been connecting throughout the night, having fun (instead of awkward chat at the stuffy Italian restaurant) and naturally end up splitting off from your friends, to get some private time alone. Which begs the question: how do you do that? And what's the difference between a friends and lovers?

Habits

When's the last time you introduced a new member to your circle of friends? If not, why not? It's all upside.

Qualifying

There's a funny trend going on here I just spotted. As you build your own energy levels and start talking to other men and women, you're actually qualifying them to see if they're fun and energetic too!

The key to conversation, and ultimately, hooking up with fun exciting cool people is to not skip steps. A lot of guys and girls get in trouble when they meet someone of high quality (either a famous person, or a funny person, someone with massive confidence), in that they automatically start imagining what it would be like to sleep with this person, have romantic walks with them, and yes, marry them. All before the 3rd minute of chat!

If someone meets your standards for physical attraction, that's not the only thing that matters! And you're shooting yourself in the foot if you don't qualify.

Qualifying someone is like making an NBA team play every round before they get to the Championship: if you didn't do it, the Championship wouldn't mean as much. Also, because you did it, the Championship is the more exciting, fun, dramatic series of them all. So how do you qualify others? Actually this is known as talking. This is what people are talking about when you see them out on dates.

For a while, I had this problem, that I would go out with women, and the whole interaction would be me finding ways to compliment her. That's not the point. It's nice to compliment people, but if you do it for nothing, she senses your desperate ass-kissing behavior and it's a huge turn-off. The idea is to be qualifying each other on the date, and interspersed in those qualifying statements, are fun interesting stories. This is not about complimenting each other, it's about testing each other in fun ways.

Now I mentioned above that both men and women get both influences when they're growing up. To start, our parents (assuming both parents were present) had opposing influences, and it's not a bad thing at all. In fact we consider a woman who is sometimes sweet, and sometimes tough, to be an excellent confident ambitious woman. And men, too, can benefit from cultivating their sensitive energies (as any artist, or creative can tell you, it's not a bad thing to be emotional).

But here's where it gets complicated: young women grow up being told that to succeed in the workforce, they must be as tough, and ruthless as the guys. And men are brought up, mostly by female teachers, and mostly by their mothers, being told that to be a respectable citizen in this world, you must be generous, polite, and a good boy.

What's going on here? The two genders seem to be converging into one. Society, apparently, wants us to be less like mammals, and more like ...business machines. But compared to the aeons of time that life has existed on this planet, the recent swing towards business mindedness is but a blip, just a minute hiccup. Our genetics haven't changed during that time, and as such we're caught in a dilemma: we can either fit into society, whilst ignoring our male/female energy or we can indulge that natural human

desire to bond with opposing energies, and be cast out as a deviant/monster/slut. This model doesn't work. But there is a solution.

Of course, for many years, the answer was to just lie. Keep your business life businesslike and keep your private life, private. So what do people talk about on dates? They qualify.

If you don't have anything to say when you're out, it's because you're either desperate, or you've never sat down and decided what kind of person you want to be with. That's totally fine, and totally common, but let's start doing that now. Just list a bunch of traits from previous relationships you've been in, on one side the likes, on the other side, the dislikes. For each of the dislikes, consider the opposite. For example, if an ex of yours was too distant, then go for someone that's more affectionate. If an ex of yours was too lazy, then go for someone who's more athletic or active. The point is, if you're not looking for this stuff, then you're not likely to find it.

So what are you looking for?

For me, I made a list of my last three girlfriends, and what I liked, and didn't like. Here, I have to emphasize: I'm not perfect. If I broke up with these girls, it was just as much my fault, and I'm sure there were things I did that she didn't like. But let's focus on our own desires for a second. Here's a few things I noticed I didn't like from ex-girlfriends (**bold**) and the opposite trait (*italics*).

| Girl | Positive | Negative |
|------|-------------------------------|----------------------|
| 1 | <i>Good Conversationalist</i> | Withdrawn |
| 2 | <i>Down To Earth</i> | Materialistic |
| 3 | <i>Smart/Well Read</i> | Airhead |

So now that I know what I'm looking for, I can actually start telling stories, or asking questions about these three main areas. If a woman I'm talking to exhibits any of the positive traits, I should reward her (hug, high five, compliment, kiss on the cheek, kiss). If she exhibits the negative traits, consider it a warning. You might be barking up the wrong tree.

And how do you look for it? By talking about it and qualifying people when you first meet them. Asking them if they've ever been to a live football game, or if they played on any teams in high school (to see if they're into sports/active). If they are, then have a place in your area where you can suggest going (either to play, or watch sports, for example). Of course you can bring some friends, or just go together. The point is, the 'date' part is just a logical extension of the Qualification (e.g.. fun conversation, about things you like to do) you were doing. If the other person doesn't like that stuff, or isn't enjoying talking about it, *they don't qualify*. You're saving yourself a ton of time and

heartache, by finding out early on, if this guy/girl is your type. You can smoothly and politely excuse yourself at this point. Go meet someone else.

What do most people do? They meet someone at a club, and chat about lots of fun stuff, like travel and hobbies, then they go see an action movie seems to have no relevance. And when you do that, the girl/guy gets the message loud and clear: all the fun interesting talk at the bar was just a routine, or something you said when you drank, and the real you is nothing like that. Don't send this message, ever.

Again, if her values, standards, and life goals don't match yours, that's totally fine, she might make a good friend, or nothing at all, but don't force the issue because someone is good looking. If you're out often, you'll meet a ton of people, most of whom are good looking. Good looks are common. You have to qualify more than 'nice ass.' You deserve better than that.

How to Qualify cute girls on the opener, "Hey, I know you're in a rush, I'm super busy too. I just wanted to say Hi for a Quick second, because you looked interesting"

If her response is, "Oh wow, your Chinese is great" then great.. start chatting she's cool

If her response is, "Sorry I don't have time, Ignore you...".. move on, she's not cool

Qualify the rare stuff (imagination, etc) first, then qualify the easy stuff later. Save time.

Qualifying is so huge because rather than just be small talk about the latest reality show, it's you setting up objectives for her. If you like something and you ask her about it, what you're really doing are qualifying her.

Example:

*Me: Yeah, I played tennis and basketball in school, how do you keep in shape?
Just the dance floor mostly? ;)*

Her: Ha ha, no way. I like never come to clubs.

Me: Liar. But seriously, what do you bench?

Her: He he...No! Actually, I have been doing a lot of yoga recently. Does that count? Ha ha..

*Me: Hell yeah it counts! *high five* I heard LeBron James trains in the offseason by eating 6 meals a day in the downward dog position.*

Her: Lol.

Now, cheesy jokes, and my NBA addiction aside, this is a fun conversation, that revolves around things we do. What you're doing is actually disqualifying anyone who says, "No I don't like that, No I don't do that, No I don't get the joke, I don't get what you're talking about, etc." Essentially you're disqualifying anyone who says No a lot, since, those kind of people are no fun to hang out with, much less date. So reward good answers, and punish bad ones, either by visibly appearing disappointed.

Examples:

“Oh, that’s too bad”

“Ah, what a geek. Minus 10 points. You suck at this game. ;)”

“Not you’re thing, eh?”

“Really!? Cause you look like a real [Fly Fishing, Yahtzee, Civil War Reenactment] kinda gal”

This is subtle language, combined with body language that turns away slightly (the more you face someone, the more subconsciously you like them). With enough negative or bad feedback from this guy/girl, just politely make your exit and go meet some more people. The brilliant thing about this qualification model is you can never lose. If the other person doesn’t reciprocate, you win, because they immediately become less attractive. You’ll never feel remorse or regret because you didn’t hook up with that really lame negative girl at the bar, right? And if things go well, and they do meet your qualifications (funny, likes sports, love karaoke, whatever!) it’s game on, and the night is about to get really interesting.

Habits

What do you love to do? Think about your hobbies. Have you ever taken a night off to draw or paint? What about creativity? When was the last time you created something? Have you found some cool or funky places in your city (where they don’t serve alcohol)? What do you like about them? Would you ever go there on a date?

Sexual Tension

So you're starting to get out, starting to talk to new people, and after a few mini-golf dates, you think, "What's going on here? This isn't romantic at all."

The truth is, there's almost nothing 'romantic' about the traditional world of dating. Going out for dinner is nice, everybody loves great food, but it's not *emotional*. Going to a movie, again, is great, but if there's any emotion, it's between your date and Brad Pitt, not you. So if dates are unromantic why do we do them? Because most guys start with the number one goal of 'don't scare her away,' and there's nothing scary about Starbucks.

Traditional dates are often predictable and usually ho-hum because they lack sexual tension. You can imagine just how incongruent that 'goodnight kiss' (or should I say, the attempt) is after a totally bland date. It's like a fake emotion, a less than Oscar-winning acting performance. The subtext of the kiss is so pathetic: *"Hey, I don't feel the slightest bit horny right now, but lets kiss anyway, because I like kissing. Actually if you kiss me, I'll be pretty sure you like me, and I'm really worried you don't so...seriously, kiss me..please?"*

However, it is possible to do things together where your date starts fantasizing about you and is desperate to get near you. That's more like it.

Ironically, you have to totally let go of the outcome. This is all part of 'not really caring about the future.' If you're worried about what will happen if you say this or that, you're not in the moment. So you want to say what's on your mind, something like,

"Hey, you're kinda cute, I figured if we hung out for a couple hours it would be fun. If we don't really click, that's cool, we can still be friends. And I love hanging out with my friends. So it's a win-win. But you know what? I love girls that are [funny/loud/active/mysterious/cute] even more, so I'm gonna set up a date to test you for your [any of the those characteristics]."

That's it. You're testing them. That's the purpose of the date, not to get someone drunk, not to impress them with expensive dinners, or your new car. The goal of all this is filtering (known as qualifying), and if things don't work out, never take it out on the girl/guy. Remember, *you picked them*. If you're on a date with someone who is totally not your style, it's because you're earlier qualification *wasn't good enough*. Do a little more soul searching and decide what kind of women you're looking for.

Now going back to male and female energy, where do these two forces combine to form sexual tension, and how can you flip it on and off? That's the \$64 million question.

Sexual tension doesn't just sound contradictory, it is contradictory; the whole thing is one big contradiction. It's by its very nature counterintuitive. In any other case in nature, tension means trouble and danger. You can't walk around naked in public, and

expect to get a ton of phone numbers, no matter how good you look. Why is that? Because there's no suggestion, there's no mystery. There's no contradiction.

Why did young boys fantasize about hot librarians or twenty-something teachers in school? Because of the contradiction--the contrast between outside and inside. Actually having a sexual offer, thrown in your face, is somewhat jarring, and manages to take all the fun out of flirting. On the other hand, having a serious interaction with someone, and hinting at sex, and communicating sexual ideas with body language, is a million times more alluring (and effective).

So rather than looking 'sexy'... you actually want to contrast your physical dress with your male or female energy (depending on whom you're trying to attract). Suddenly, the guy wearing the business suit (boring) is 'mysterious' because his eye contact and body language is intense and confident. And the female executive can combine her physical presence with subtle eye contact and body language that suggests *submission*. To wit, a woman using cuss words, openly discussing her sexuality, or exhibiting aggressive/dominant tendencies sounds interesting and even a bit edgy, but is actually a turn-off to most guys, because the contrast is gone, and in many cases is exhibiting strong *male* energy (think Cameron Diaz's character in 1998 Comedy *There's Something about Mary*).

Earlier, I suggested that our modern society is at odds with our genetics: we can either fit into society like good boys and girls, or we can indulge that natural human desire to bond with opposing energies, and in both cases, we suffer. Here, we get a clue as to the solution: embrace contradiction, because it's incredibly attractive.

Now a lot of guys are afraid of being scary, and feel like tiptoeing around women, reluctant to make eye contact, and so on. Around women, they are sweet and gentle, almost as if they were women themselves. In other words, they combine their physical presence with *female energy*, sometimes associated with homosexual males. Imagine the confusion on the woman's part when there's almost no attraction, and a suspicion of homosexuality, and *then the man goes in for the kiss*.

Exactly. Confusing, and strange.

Pretending to be nice to get closer to a woman is a weak move. It's the old 'Nice Guy' routine. It's just a manipulative way to get close to someone. On the flip-side a woman pretending to like the same sports/cars as a guy, to get close to him is just not attractive. In both cases, the guy/girl will invariably be cast as having less male/female energy respectively, and will be overlooked as a possible partner.

A little detail, using men as an example:

So when you're out together, and qualifying (discussing things you like to do, and things you're into, to see if she can keep up with you), you, as the man, want to be initiating physical contact, but doing so in a natural way, while always displaying resistance and the *ability to restrain yourself*. These two ideas might seem

contradictory, but that's kind of the point: you want to hold hands briefly, and then let go, or run your fingers through her hair briefly, then pull back a bit. You may have seen this kind of 'teasing' in movies, slowly bringing a woman's excitement level to a boil over the course of a few hours. What's happening is the two of you are becoming more desensitized to physical contact. Both alternatives (overly aggressive physical contact or no touching at all) either kill sexual tension, or never build it in the first place. The middle way is key. Notice what's going on here? By showing the confidence to get a little physical with your date for a few seconds, and then, *of your own volition*, pull back, you're demonstrating restraint. This is incredibly arousing.

In many ways men and women want the same things: we want someone who fits in polite society, but in whatever they do , they hint at raw sexual power. It's the contradiction that builds tension.

For example, a woman can be a lawyer or a doctor but something about her *hints* at sexual submission. And for a man he can be an accountant or an artist or a computer hacker but something about him *hints* at sexual domination. Those two forces attract each other and fantasize about each other. That fantasy is crucial to the flirtation and dating process.

A part of body language that almost everyone screws up, is eye contact. Eye contact is cool, it's not staring. There should be tension. That means, the look is not smiling, but normal. Eye contact is not creepy, it's the beginning of the qualification. If you think she's cute, you wanna see if she's a confident sexual person, that's why. If she can't hold eye contact with you, you're not going to want to date this person. But an interesting thing happens: by displaying your solid eye contact with relaxed body language, women will be intrigued by this. Because of the tension, intimidated men and women often look away after a couple seconds. Holding relaxed eye contact is therefore a great signal, even an opening to go introduce yourself.

Another form of restraint is verbal. Now a lot of guys and girls demonstrate what they're thinking, especially when they're around someone they like. It happens all the time, and it's such a letdown, especially at the early stages of the relationship. Yes, I'm talking about lavishing compliments.

"But Mike, you can't be rude to people and expect them to stick around. Of course I'm going to compliment women."

Once again, the extreme examples fail miserably, and the middle way, that of moderation, wins out. If you're too complimentary, there's no sexual tension, because she can feel your 'clingy-ness/desperation' and frankly, it's a little creepy when she hasn't done anything to earn it. Calling women names, on the other hand, is really just broadcasting to the world that you have bitterness/jealousy towards all women, and quite literally, she would rather 'play for the other team' than date someone like you. Men have wrestled with this 'rock and hard place' for years. The solution is to compliment her sparingly, and do it only when she's earned it. That's it. A compliment is supposed to mean something. Complimenting someone on their genetics is no

compliment, and it's a little dehumanizing. Note, lots of guys say funny things to women, that aren't really compliments and aren't really insulting. This works because it demonstrates confidence, and makes her laugh, but it's never a put down, and never a compliment. Many of these are ambiguous, because they can be misinterpreted:

"Wow, you're pretty good at cooking/playing pool/driving....you know... for a girl"

"Nice, you got all dressed up for me. My friend's having an 80's party on the weekend, so perm up."

"You're so special/unique/chatty/hyper all the time. What's your secret?"

Notice the dynamic when a guy approaches a woman for the first time, he's demonstrating confidence by approaching, but demonstrating restraint by not saying something creepy/cringe-worthy like,

"You're so beautiful, OMG, can I take a picture with you. Wow, you're like the hottest girl I've ever seen. Where do you live? Like, what's your address?"

Let's try that again, but this time, no compliments, and no lies.

"Hey there. You looked fun, so I thought I'd introduce myself. I'm Mike. " or just, "Hi, I'm Mike." (She can do the math on the 'I'd like to introduce Myself' part)

Now, because this is non-threatening, non-sexual, and displays confidence, it will work. You can talk about anything you want, preferably something natural, not rehearsed, and bring up one thing to qualify her on, (assuming she's attractive enough to get you to approach).

(Looking down at the girl's left hand, wrapped in bandage) "I gotta ask. What happened to your hand, it looks badass. You're not a professional stuntman are you?"

"Ha ha... No, this was from snowboarding, I was going off the trail a bit, and flew out of control."

"I knew it. Stuntman. Or is it Stunt-girl? Either way, that's awesome."

"Ha ha.. No! I totally suck, it was just my second time going!"

So at this point, you can start talking about your own experiences on the mountain, but basically she's at least somewhat athletic, and does stuff. If you want a girl who's athletic (a common trait guys like) this is a good sign. The 'stuntman' comment was basically an open question, that prompted the girl to explain which sport it was she played. The only way to fail this qualification was if something non-athletic had hurt her hand. Have a few traits in the bag, things your looking for, and things you want to do with girls (ahem, besides the obvious). Once she admitted to being interested in going snowboarding more, getting a phone number is easy.

“Well, I’ve been snowboarding for a couple years, I’d love to go again soon. I’ll let you know if we head up this season. Here.” (Hand her your cell phone) “Put your number in.” or if your phone is too hard to use, esp. in a dark bar/club
““Well, I’ve been snowboarding for a couple years, I’d love to go again soon. What’s your number? We could rock the bunny hill together sometime”

Timing is everything here. If you let the conversation go another 10-15 minutes after she qualified, you’re stalling, and she’ll remember that. Get the number, then leave, go talk to other people, or just get off the subway/bus. It’s important to leave an impression. If you did your qualification right, she’s worth it. No need to rush: just getting laid is never the goal. Real sexual tension comes from the core belief that you are strong enough and busy enough that you don’t ‘need’ anything from anyone, and any person you want to attract will be lucky to have you. It doesn’t come off as snobby or rude, because you’re genuinely interesting to talk to, and it doesn’t come across as cold because you exude energy (say, Male Energy), which means women will be thinking about you.

Sexual tension is creating a need without immediately satisfying it. You’re increasing your value in the eyes of the opposite sex. Whether you’re seducing a woman for the first time, or have been in a relationship for years, sexual tension works for every occasion.

Physical Escalation is best done in a way that doesn’t make the girl feel ‘dirty’ or guilty (discretion, and teasing). That means chatting about interesting things and ‘advancing’ physically whenever you qualify her (e.g.. she tells a hilarious story about her youth, etc). You don’t verbalize but make your move. Remember, if you go for a kiss too soon, you’re ruining the sexual tension. It could take a few hours or a few dates before things get really physical. It doesn’t matter, as long as the tension is there, you’re doing great.

Yes, this can be done in just a few hours. How? Most people spend the first few hours of a meeting building almost no sexual tension at all. They’re not qualifying either, they’re just exchanging information, like a job interview. Most guys and girls, know what this conversation feels like, and you know what? It’s not engaging at all. It’s like wandering in a darkened room, looking for the light switch. People fall into these kind of conversations and think, “Well if she just starts blabbing, I’ll grab onto something anything I think is interesting.” Yeah, it’s kind of a desperate move, and stems from the original problem that you don’t really know what you’re looking for. In fact, the only thing you do know is that this person you’re talking to looks great, and might be great in bed, so you go through the motions of an actual conversation hoping something, (like her dream of playing in the NFL, perhaps?) is going to fall out of the sky which is going to connect the two of you. And if that fails, there’s always alcohol, right?

Now, if you find yourself in a social setting, and feel like speeding up the process, just remember, what are you qualifying for? If you don’t know, figure it out in advance. If you do know, start asking specific questions which are interesting to you. Get people you talk to to pass those qualifiers, and gradually, you’ll notice the connection starting

to pick up. That sense of 'clicking' comes from being into the same things in a passionate way. So stop asking about her Intro to Financial Law class.

Now, if you can get so good at the qualification and sexual tension stage, there is a good chance of 'sleeping over' on the first night. And that's great. It's fun, exciting, and often gets a real relationship (not just a fling) off to a wild, romantic start.

The truth is, sleeping with someone the first night can be great, and could very likely lead to a full fun long term relationship. Planning dates several days in advance puts you in a slow, boring process of going on dinner dates and typical dates, which seems to be the antithesis of passionate romantic encounters. If you can get good at this, you can have it all wrapped up in one night. And then the real fun begins: the relationship.

Habits

What do you love to do? Think about your hobbies. Have you ever taken a night off to draw or paint? What about creativity? When was the last time you created something?

Long Term Relationships

So what is the difference between successful and unsuccessful relationships? I find that as you can stay interesting and honest, you should have no problem with long term relationships. For some that's great news: it means you can have casual hookups and still be totally uninteresting, but I prefer to look at the flip-side, knowing that by genuinely having a fun interesting life seems to 'take care' of all of the challenges with long term relationships (e.g.. temptation, stagnation, routines, etc)

Playing around, and going through a string of men/women without any qualification or thought of a future is a great distraction, and that's why people do it. But that's the same reason people go on drug/alcohol binges. They crave distraction, or a hit of excitement, that's going to fizzle out in a few hours or days.

If you can plan out your day, and your life, such that you're consistently doing interesting things, you won't have to use sex as a drug, and instead can use a relationship as a way to multiply the fun you're already having.

Just like how going out in big groups on 21projectfun was way more fun, being in a serious relationship is more fun than being single. If you're lonely and miserable and bored, there is no man or woman on this Earth that can help you, and it's typically that realization that ends short-term relationships. Remember, if you break up with someone, or get dumped, go back and consider whether you qualified them at all, or if you just hooked up for the sex. Qualification becomes the guide towards better and better relationships.

And how do you get better at qualifying? By going out more, of course, and logging lots of experience. The more we go out and meet people, the more we know 'whom we like' and whom we don't like. Qualifying for those qualities which we really like, and then sharing them together (also known as dating) successfully is really about sharing your whole life with someone.

Habits

What do you love to do? Think about your hobbies. Have you ever taken a night off to draw or paint? What about creativity? When was the last time you created something?

Goals

Take out a sheet of paper and think about your goals. Consider your performance at work, and the way you act around people socially. How did you do in school/college? Anything you'd like to improve or get handled? Mentally, you might have trouble getting away from negative thoughts, or maybe you procrastinate, or maybe you just want the will power to read a ton of books every year, right after this one!

Write down 2 super ambitious goals, and add them to the goals from the previous book...Stumped? Here's one I wrote, ages ago:

"I love sharing my wondrous romantic and sexual energy with my woman (or man)"

Make a point to before you go to work, get a good 30 minutes to an hour each day with your passion. It's your dedication and consistency (whether you're feeling the progress or not!) that makes this a *practice*. You're in this for the long road, not the quick distraction. Again, if it means waking up earlier, great. Do it. You'll go into work already pumped, and feeling positive, and looking forward to the next morning. Cool, huh?

Habits

These goals-turned-affirmations are brilliant because you can control them. Notice how strange they feel the first time you say them, and how natural it feels in the coming weeks. Get into the habit of reading these a couple times, after your morning meditation. As the weeks go by, your behavior will change. From time to time, consider the wording and revise it, as your goals evolve.

In Closing

In a funny way, Hooking Up and falling in love is about doing scary things together. It's okay to be a little nervous/anxious about this stuff, because it does take guts: the first time you meet someone takes a little courage, and the first time you kiss might take a little more. The first romantic trip you go on might feel exciting and nervous, just as the first time you move in together does, and on and on. Rather than take cues from your fear and run in the opposite direction, I prefer to think of this 'anxiety/fear' as something my girlfriend and I can tackle together (don't kid yourself, your partner is just as nervous as you are at almost every step of the way). It's like going on a date at the Amusement Park: you'll have a lot more fun going through life with someone else than alone, and you'll have more fun hitting the scariest rides together, than sitting out and watching everyone else having the time of their lives, for fear of heights.

As the stakes get bigger (mortgage, kids) the fear and trepidation increases, so if you respond to fear by shutting down, running away, giving up, you'll never have the life you want. Instead, use that same fear as motivation to build a stronger bond with your partner. It only gets scarier from here on out, but you'll always have the past to show you, you worked together through tough times together, and you can (and will) do it again, as the stakes get higher. This is what gives me strength and I hope it always gives you strength too.

I hope that the ideas in this book are easy to apply and enjoy, next time you're out at a house party, or perhaps on a date. I really want people to feel comfortable in public settings, either at the mall, or on the subway, to be open to the idea of body language and social dynamics. If actually applying some of these ideas in your day to day life is proving unintuitive, maybe I can put something together that will discuss how to bring all of these ideas together in a practical way, no matter who you are, young or old, male or female, CEO or high school student.

Endnotes

1 If you don't believe in the Big Bang Theory, that's totally cool, but it's pretty hard to make the case against evolution. If God created us and we then evolved from that, great. Evolution is the reason some diseases grow and change, rendering previous cures useless. Organisms adapt, and we don't have to wait 100 million years to see it (<http://www.sciencedaily.com/releases/2008/04/080417112433.htm>).

2 Again, sorry for the Evolution Reference. Last one, I swear.

3 It's actually pretty intuitive, but here's a NY Magazine Article on Porn addiction (<http://nymag.com/news/features/70976/>) and here's another about the adverse effects of Playboy: (http://www.drjudithreisman.com/archives/2007/10/the_impotence_p_2.html)