

# HOW TO GET HOTTER WOMEN

**Jason Capital**

# Hot To Get Hotter Women

by Jason Capital

First Print Edition

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# INTRODUCTION

Hey there and welcome to How To Get Hotter Women.

If you're a guy who's finally ready to "crack the code", so to speak, on the most beautiful women in the world, you've most certainly come to the right place.

My name is Jason Capital and in the last couple of years, I've gained what some very well-known and respected people have called "the most thorough, intuitive mind on natural, effortless dating" they've ever seen. Needless to say, I know a thing or 3..

And before we even begin with our introductions or your eye-opening education here today, I want to jump-start the process for you right now.

Do me a quick favor and pull out the extra sheet of paper we've added here in your newsletter package titled, "Me!". Grab a pen while you're at it, too.

Got both? Good.

Write your name at the top of it, in big, bold, strong letters.

Underline it too.

Now below where you wrote your name, I want you to write down and describe the exact version of yourself that you WANT to be.

So it's not the guy you are right now or were 6 months ago... it's the guy you WANT to be. And write everything that comes to your mind about him.

What's he look like? How's he dress? How does he carry himself? How do people look at him as he walks by them? How do women look at him?

What kind of things does he say to women? How do they respond?

Is he smiling? Is there a bounce in his step? Is he incredibly happy? Wealthier? Smarter? Calmer? Relaxed?

Take a couple minutes here to write it all down.

Done? Cool.

Now I've done this exercise with tons of guys in the past and the most common reaction they have to it is, "I bet you're going to tell me that you're going to magically make me be that guy in 3 days or something, right?" as they toss in a heavy undertone of sarcasm.

And the truth is this: No, of course I can't magically make you into anything (that's on you and your ability to apply all of the knowledge taught here...you ARE going to apply this information, right?) but I can and will SHOW you how to be that guy -- I will teach you everything you need to know to be that guy.

And in The Truth About 8's, 9's and 10's, that's exactly what you're going to find. I'm going to share all of that knowledge with you. Every last piece.

As you know, some "experts" out there might be apprehensive about disclosing all of their knowledge for fear it could get stolen or people realizing they don't know quite as much as they promise, but as you'll soon discover, people who are the best at what they do have absolutely no fear of sharing, helping and guiding those who ask for it -- in fact, they bask in it.

And I'm no exception...by the time you're done here, you'll find yourself in a state of pure satisfaction, nodding along, excited to apply all of the in-depth, truly powerful lessons and knowledge you just digested.

And not too long after, you'll feel even more satisfied when you find yourself leading a life you only used to imagine, filled with smart, incredible, beautiful women, but even more

significantly you'll find yourself slowly becoming that guy you described so vividly just a moment ago.

Pretty heady stuff, I know, but as you start applying some of the knowledge in here, you'll begin to notice all the positive changes slowly starting to take shape and simply, it'll be fucking awesome.

And on that note, it's probably a good time to really introduce myself to you.

My name is Jason Capital. Nice to meet you.

**Jason Capital Bio Details:**

- Often referred to as the “10K Guy”
- Runs multi 6-figure businesses,
- Online Entrepreneur
- Certified Personal Trainer
- Certified Holistic Life Coach
- Speaker
- Lives on the beach in Los Angeles surrounded by beautiful women
- Legendary for his “10 Lifestyle” Mastermind Coaching Group, where men pay him \$10,000 per year to learn exactly how to create their own “10 Lifestyle”

### **What is The “10 Lifestyle”?**

The “10 Lifestyle” is a limited, application-only group of men who want to create the ultimate lifestyle, the “10 Lifestyle”, and do it faster than they ever thought possible.

Men with membership in the “10 Lifestyle” understand the power, happiness and freedom that comes with building a lifestyle where everything is a 10.

They not only learn exactly how to create a lifestyle filled with women that are “10’s”, but they also learn how to turn their career into a “10 (often positively effecting their bank account), their sense of style into a “10”, their health into a “10”, and their persuasion/communication skills into a “10”.

This is the lifestyle you want to cultivate for yourself and inside the “10 Lifestyle”, with complete, personal access to Jason, you learn exactly how.

As a member, you meet with Jason up to 4 times a year, often in different, tropical locations for 1-on-1 intensive teaching, coaching and, of course, partying.

# CHAPTER 1

What you're about to read is going to teach you most EVERYTHING you need to know about getting 8's, 9's and 10's instead of 5's and 6's.

Be warned though...dealing with 9's and 10's may seem great on the outside, but remember: Things that look too good to be true usually are.

Venturing into this level of play is by no means easy...but if you consider yourself up to the task and this is something you want to do..then let's get started.

## **How I Hooked Up With "The Situation"**

Dude...she was hot.

I had never seen her before, and I knew I would've remembered seeing her because...dude...she was HOT.

Standing tall and slender at about 5'9" and covered from boob to mid-thigh in a tight black dress with the matching pumps, she clearly knew what she was working with too (you'll notice this about 9's and 10's -- they have phenomenal confidence in their looks, but heavily compensated insecurities about WHO they are as people...more on that later).

I wanted to say something, but I was in a conversation with a couple other girls already and they were more than cool enough to hold my attention so I kept on chatting with them, eventually forgetting about "her".

About an hour passed, I talked to a few more people, just joking around having a good time at the bar on a Friday night when my buddy came up to me and said he wanted to go to a



different bar.

Satisfied with what the current bar had to offer me, I said "Sure," and we headed for the door. He walked out first with me behind and as I went grab the door and see if anyone was behind me that I could play the "perfect gentlemen" and hold the door open for...and maybe 10 steps away coming towards the door, I saw "her", with her slightly-less attractive friend.

Without a thought, I told them "Hurry up, this door is really heavy." They picked up the pace and thanked me for holding the door open. I said "Your welcome," to the friend...didn't even look at her.

Likely expecting me to keep trying to talk to them, I turned away and caught up with my friend.

Not surprisingly, they caught up to us, walking way too fast for it to be innocent. This is too easy...

The friend asked me where we were going.

Ignoring her question, I told her they were the fastest-walkers I'd ever seen.

Slightly embarrassed, she laughed and catching on to the vibe I was throwing out, she made a slick comment about my attire that night (I was wearing some suspenders with some cuffed-up jeans and tall, black leather boots -- very early 1900's "Newsie" look).

I made a slick comment back. There was tension there, slightly.

Not wanting to break it, I slowed up my pace and let them walk ahead, leaving them with that tension there, still strong and wound-up like a ticking time bomb.

Ironically, they walked into the same bar we were heading to (this didn't really surprise me either -- I'll explain why later in here too).

So as me and my buddy walk into the bar, I notice them out of

the corner of my eye, near the entrance. I don't look. I keep walking straight to the bar with my bud and order us a couple drinks.

We start chatting about who knows what for a while, talking to random people around us, just having a good time.

About a half-hour later, I decide I gotta unload my tank (read: piss) so I make my way towards the bathroom area. Now, in this bar, you had to walk by the dance floor area to get there, so I leave the bar and head over that way, when who do I see again, but "her".

And now is when things get good..

I walk right up to her and say, "Why haven't you asked me to dance yet?"

She looks at me like "you gotta be kidding me" (by the way, this is a GREAT reaction from a girl...really potent stuff). I don't budge. I don't smile. I just look right in her eyes.

Nothing is said for a second..

..two seconds..

..three seconds..

Then she exclaims, "Why haven't you?"

I pause for a second, smirk, then say, "Let's go," as I start walking towards the dance floor and hold out my hand behind me for her to grab it. She does and off we go.

When we get to the dance floor, still holding hands, I spin her around once, then again. Then we dance. Mixing it in between grinding and less-provocative dancing, we move.

In the dancing, I whisper in her ear that she caught my eye the minute I saw her.

A song later, we're close, as our bodies are rubbing up against each other, hands running all over each others body (the dance

floor was dark and crowded -- a girl could've been on her knees fellating some guy and no one would have probably seen it).

A minute later, I look her deep in her eyes, bring my lips an inch away from hers and just hold it there.

A few seconds later, I slowly pull back and spin her around.

A minute later, I have her up against the wall of the dance floor. Her back is against the wall as I lean in heavily, with one arm holding myself up above her head (think the Fontz working some girl at the diner).

We hold strong eye contact for a second, as I slowly move in to kiss her.

Our lips connect.

It's one of those kisses that make you think this could be the start of something special...like this could be different.

I slowly pull away, as she yanks me back in for more.

After a little more kissing, I pull back.

Our eyes meet strongly again.

She starts playing with the necklace I was wearing that night (it's a special silver emblem that says "Namaste" on it, symbolic of my passion for yoga).

She pulls it closer to see what it says and asks, "What's that say? Nah-mee-oss-ay-tay?" (now for those of you that don't know, it's pronounced "nah-mah-stay").

Slightly annoyed by the stupidity her comment exuded (can you say "strike one?"), I thought to myself "Wow, I've found the only hot girl in the world that doesn't practice yoga," I tell her what it really says and means.

She says, "That's really hot," and pulls me in for another kiss.

Thirty seconds later, I pull away and that's when she says it...lays Strike Two on me.

"I was in Miami recently when they were filming Jersey Shore and at a club one night, the whole Jersey shore crew came. I met "The Situation"...he kept making fun of me for my job, calling me a "naughty nurse". We kinda hooked up...it might be on MTV when the show airs."

Not exactly sure how to interpret such an off-beat comment, I just say something like "Cool," (I was really thinking to myself whether I liked that or not -- on one hand, this was one of the hotter girls The Situation has ever hooked up with, at least on TV as I've clearly seen every episode of The Jersey Shore and there's some weird/awesome social proof in there, but on the other hand... what kind of girl hooks up with The Situation on TV?..).

And then...that's when it happens: Strike 3. Your ass is out.

Her phone rings.

She looks at it, ignores it.

Puts it back in her purse.

We talk for another minute...it rings again.

She looks at it...sighs...puts it away and then looks at me.

"I have a boyfriend...that's him calling."

Not even flinching for a second, I tell her, "It was fun meeting you...take care."

Walking away and definitely not looking back, I finally go piss.

Weird.

Now this story just taught you a lot about meeting and attracting a very solid 9, but it also taught you a good deal about the psychology of such beautiful women.

We'll recap and really break this story down later, but now...

let's get into this, let's break down all 11 Secrets To Attracting 8's, 9's and 10's instead of 6's and 5's.

Tell me...why do YOU want to date 8's, 9's and 10's? What's so good about them anyways? I mean, what is a 8, 9 or 10? What does that even mean?

Well, we as men are very visual creatures -- we normally prefer to take in and process information visually. So when we see things that are very visually appealing, we like them.

On the other hand, women aren't quite as visual (don't get me wrong, they definitely are visual too, but they're also very "feeling" and auditory creatures too..).

But this is how it usually goes for a guy:

### **Guy Sees Hot Girl = Guy Likes Hot Girl**

As to how we define an 8, 9 or 10...that's totally up to YOU. We all have our types, our preferred tastes...how many times have you been out with friends and one guy pointed out a girl 'cause she was just "so damn hot" and then you looked and was like, "Huh?".

Happens all the time. But the key to remember here is when I'm talking about 8's, 9's and 10's, I'm not just referring to looks... personality plays a big fucking role too.

Girls who not only look incredible, but are incredible people to be around too...that's the true essence of the 8, 9 and 10 and that is the girl I'm going to teach you how to attract here in The Truth.

And yeah, an entire book needs to be dedicated to just this topic because it's such a different animal than anything you've probably ever faced.

Think of it like this: You've been working with house cats for years, and now, you're getting thrown into the cage as a lion-tamer.

You're Going From 5's and 6's To 8's, 9's and 10's

Now there's a very good chance that you've been able to attract 5's and 6's at will and date a lot of very mildly-attractive

girls, but haven't been able to bag that motherfucking UNICORN -- that girl or woman everyone wants, no matter what you try or do.

Why is that?

There are several reasons why this would be happening, all of which can be bogged down into 3 major categories:

1. Understanding Her Mindset
2. Her Perception Of You
3. Your Perception Of You

You see, most guys don't understand whats going in the mind of a truly hot girl...and if you can't understand your opponent, how are you ever going to win? It's not like Napoleon used to lead his French Armies against a complete unknown. Knowledge is power pimpin'!

What also needs to be understood about a really hot girl is how important perception and status is to her. She sees herself as something of a serious prize and she should only really associate with people cut from the same cloth.

Now that doesn't mean money or wealth -- it's how you carry yourself, how you communicate, how people other than her see you..

..once you can understand how to control those things, you can present yourself in the BEST way possible (when you get really good at this, you'll be intimidating her before you even say a word..and you'll know it too, 'cause you'll see it on her face. And by the way, her being intimidated before you even speak to her is a VERY good thing).

And lastly...your perception of you.

Look, I know the term "inner game" gets thrown around a lot and probably means almost nothing to you by this point, so I won't use that term (although it fits)...instead, let's just call it "purely

knowing that you're the fucking shit, 'cause you are."

### **Purely Knowing You're The Fucking Shit, 'Cause You Are**

And while lots of gurus out there prefer to mentally masturbate about all of this self-help, pseudo-NLP stuff and then blow that load all over you for the small price of \$8,000, I'll instead lay some serious truth on you: You start to believe YOU ARE the fucking shit when you take action and see positive results.

That's it..

Do what I tell you to do and see that it works.

At that point, you'll be excited, confident and ready to try more..

..so you will.

And that'll work for you too.

Before you know it, you know what I've known all along: you're the fucking shit.

Now...with all that in mind, let's get to our 11 secrets to attracting 8's, 9's and 10's.

Before we start, just remember these things:

1. You MUST implement what you learn here. This is extremely powerful information and I didn't spend all this time learning it, and then preparing it here for you just so you could read it and then not use it. What's the point of that?

Learn the secrets, use the secrets, get awesome results, repeat.

2. Don't try to implement everything in here at once. That'll just totally overload your system and get you nowhere.

Instead, try and figure out which ones are currently your biggest weaknesses and focus on bringing those up first. Got it? Cool.

3. Take notes, highlight the good stuff and come back to re-

read your favorite parts. By constantly coming back to this and mastering it, you're consciously working this powerful info into your everyday life...that's how 5's and 6's turn into 8's and 9's.

4. Re-read 1 and 2.

No, seriously...re-read them. Go back and do it.



# CHAPTER 2

## *The 11 Secrets To Attracting 8's, 9's and 10's*

### **Secret #1: Dominant Body Language**

Now before I even begin to tell you how crucial body language is to attracting the hottest of the hot and the coolest of the cool, let's cover that first word there...dominant.

Kind of a controversial word, right? **Dominance..**

Well, I've got some news for you: it shouldn't be.

You see, most people think of an overbearing, obnoxious dude who comes on way too strong to everyone around him when they hear the adjective "dominant"...and while that might be true in some instances, it's definitely not what I mean when I say it.

Dominance has a lot more to do with YOU than it has to do with how you act to the people around you.

It's being super-comfortable in your own skin and with who you are...

It's not reacting, but instead being proactive..

It's about the status you exude.

So when I say "dominant body language", know that it's not about crowding some girls space like you own her...k? Cool, **now** we can talk about how crucial body language is...

..it's really fucking crucial :-)

You may have heard of a study that was done years ago that

found body language was 55% of human communication (with tonality being 38% and what was actually being said a meager 7%). Now while I don't give full credence to the study and quote it like the gospel like some other people, it clearly makes a bold statement: To master communication, **the majority of your focus should be on body language.**

Here's a truth I want you to write down: Women are attracted to high-status (specifically, a guy of higher-status than they see themselves as).

Status can mean a multitude of things..

Sure, it can be the things you might think of normally: Job, title, car, clothes, house, etc., but those are just small pieces of the status-puzzle.

Let me repeat that in my loud-voice..**THOSE ARE JUST SMALL PIECES OF THE STATUS-PUZZLE.**

They might each be worth a point...but high-status body language might be worth ten.

So even if you're a unemployed, carless, down-on-his-luck dude, you can still attract some incredibly beautiful women.

In fact, I remember a couple months ago a friend of mind almost begged me to come and share some knowledge with some of his guys in his "dating group" (basically a group of guys who work together to really build up not just their dating game, but also their lifestyles, businesses, passions, etc..really cool stuff). So anyways, after a bunch of pleading and pulling, I agreed to come talk and that day I was there, he had another guy give a presentation, who was a "world-renowned" expert on body language, whatever that means (he's been on Dr. Phil and a couple other shows like that).

So when he was up there, he told his story of how he first realized he wanted to get really good with women...it was about a decade ago, and he had a friend who was **broke, carless and slept**

**on this guy's couch.**

But there was one thing going on in this guys life that didn't suck: He pulled hot girl after hot girl.

And he did it with a little bit of game, a little bit of swag and a whole lot of dominant body-language.

So after a while, this guy presenting said that he started studying this guy, watching what he did, trying to see what he was doing that seemed to work so damn well...he would even listen to the conversations this guy would have with women and what he heard kinda shocked him. Why?

Because the conversations this guy had with women were no different than the conversations he had with women! But there had to be another reason..

..he wasn't any better-looking..

..he didn't have money or a nice car or nice clothes (the dude lived on a friend's couch and didn't even work)..

..and he wasn't saying anything incredible or groundbreaking to these beautiful 8's, 9's and 10's..

So what was it?

**Body language.**

Fucking awesome body language.

Whether he consciously knew it or not, he carried his body in an extremely dominant and attractive way and it worked. Like fucking gold.

So what's this body language look like? How are YOU gonna do it?

Well, here are the 5 most direct steps to becoming someone who just carries themselves dominantly:

*A. Slower Movements*

Guys who are twitchy, easily reactive, fidgety, etc. are going

to have a lot of trouble to create attraction in a woman, let alone a BEAUTIFUL one. All of these characteristics come off as nervous, anxious and the dreaded "beta". Oh no..

It also comes off as not being in control...

..not being in control of your body..

..not being in control of your situation..

..not being in control of your reality..

**And this is all of course bad because women really dig a man who's in control.**

So instead do this, it's the quickest, easiest, most powerful fix any guy could make in 2 seconds:

**Cut the speed of every movement you make IN HALF, now.**

Standing up from a chair? Do it twice as slow.

Sitting down? Do it twice as slow.

Looking over your right shoulder to see what hot girl just grabbed your ass? Do it twice as slow.

You're going to have to consciously be thinking about this for a little while before it becomes a habit, but I'm gonna go ahead and say that this might be the most important thing you can take away from this book.

I don't want to have my assistant relay an email from you saying that some of this stuff didn't work for you and then I meet you in person and I see you're still a fidgety fuck. No wonder nothing else worked for you..

..OK, sorry, I don't mean to be cruel, just please be a sweetheart and add this one small change into your lifestyle. It's going to make a BIG difference for you and I want you to experience it.

### *B. Take Up More Space*

This one is fairly straightforward: In all social situations, take up and own your space.

This doesn't mean be incredibly obnoxious and insist that people all stand at least 5 feet on the outside of you everywhere you go. Just don't be "small".

Open up your legs, show your crotch, lean back, spread your arms...just take up more space.

Once you start doing this right, people will just "get it" from you and won't even try to fight you for space (put it this way, I haven't had to wrestle anyone for the arm-bar between us on an airplane in years **because they just knew not to** -- they understood just by seeing me before that they probably shouldn't even try it because I wasn't going down without a fight, and this was all communicated via good body language).

### *C. Leaning Away As They're Leaning In*

In every interaction, there's someone leading the interaction, and there's someone following the interaction (you want to be leading the conversation the majority of the time, but not ALL the time). But remember how we said how much more important body language is in communication than what's being said? So while some guys might think what they're saying is crucial for "leading the interaction", it's really not that big of a deal. It's your body language in the interaction that's way more important.

And a big key to all of this is creating the body language perspective that **she's coming to you**.

It's when you're leaning back and she's leaning towards you -- hence, it looks like she's coming towards you, or chasing you, or pursuing you. And creating that body language paradigm actually transfers over to her head like "wow, I must be attracted to this guy, look how interested in him I am."

This is powerful shit..

For example, there have been countless numbers of time where a girl will be talking to me and she'll be doing almost ALL of the talking -- I'll literally say nothing.

But I'll be leaning back, up against the wall, just chilling, while she's talking. And although she is doing almost all the talking and creating all these different conversational threads and for all intents and purposes, "leading the words of the conversation," ... **I'm the one leading the interaction**, because of our body language.

You see, at any point in this instance, I could say whatever I wanted and she'd quickly respond to it and follow my lead. I say almost nothing, yet I'm in complete control (think of a King who sits on his throne, says almost nothing, lets people think they're in control, then we open his mouth, everyone shuts the fuck up and treats each word like the gospel -- similar idea here, not that I'm a King or anything :-)

*D. Look At Her Directly In The Eyes When You're Talking, Look Away More Often When She's Talking*

Strong eye-contact is a given...

And it's incredible to me, because most guys don't make ANY eye contact 99% of the time.

I watch guys check out at Whole Foods with the cashier girl and won't look her in the eyes once. Ick...beta bullshit.

**LOOK HER IN THE EYES.**

And when you do it, embrace it. Find out what color her eyes are, find out how comfortable she is with eye contact (that piece of info right there can tell you a TON about what kind of girl she is), look into her fucking soul. Just make strong eye contact and enjoy the connection..

..when you're talking.

Do all of this...when you're talking.

On the other hand, **when she's talking**, make less eye contact.

Now, don't look at the ground, or around at every single thing going on around you, like your head's on a swivel...keep it subtle.

Imagine there's something incredibly interesting going on behind her to the left when she's speaking and you want to take a few seconds to look at it.

Overall, the interaction should break down to something like this:

**When you're the one talking, you should be holding strong, relaxed eye contact 80-85% of the time.**

**When she's the one talking, you should be holding, strong relaxed eye contact 50-60% of the time.**

What this does is:

- 1) It shows you're a strong man who believes in what he has to say when you're making such strong eye contact when you speak and
- 2) It shows that while you're clearly a strong man, you're not quite sold on her yet and now, **she has to earn your attention**. You just became a challenge, you just became more valuable, you just separated yourself from all these other guys who give her all their attention immediately (even though she didn't do anything to earn it yet, except look really fucking hot).

As the interaction continues and so long as she continues to prove herself to you, then you can start to give her more of your eye's attention. And what's cool about it is she'll subconsciously recognize it and it'll make her feel really cool about herself, that she had a challenge in front of her and she made some progress on it...give her that gift :-)

*E. Crotch Central*

I mentioned this before for a second but I thought it was so important, I'm talking 'bout it again.

**Show and bring attention to your crotch.**

Spread your legs apart when you're sitting down.

Take big, wide stances.

Put your hands around your belt near your crotch (or at least one hand in that area a la James Dean).

Just let it swing :-)

What this does it it communicates that you're a true man, who's not only incredibly confident and in complete control of his world, but also **a guy who's incredibly sexual**.

And women LOVE a guy who's comfortable with sexuality... it just makes him even sexier to her.

So when you're sitting down anywhere, open up your legs. Pretend like you have a massive cock inside there and you need to give it some room to breathe (or if you're Greg Oden reading this, you don't have to pretend. Instead, Greg, you should spend more of your time learning optimal movement patterns and strengthening your knee 'cause there's clearly something going on there).

Now I put body language first because it is the most important thing you can take away from this book, so please start applying ALL of these things into your daily lifestyle and enjoy the changes (seriously though, if I find out you read this and didn't use it for your benefit in the real world, I'm gonna go Chuck Norris on your ass).

Still though, when it comes to attracting 8's, 9's and 10's, there are several other things of nearly equal influence and we are going to cover those right now.

**Secret #2: Tonality**



Ahh...the **second** part of that communication study I talked about before..**tonality**.

What is tonality?

Quite simply, it's the tone of your voice homey.

The depth, the cadence with which you speak, the inflections, the emphasis you place on certain words.

But even more importantly, it's having a voice that people WANT to hear.

Let me repeat that with some more emphasis:

**It's Having A VOICE That People WANT To Hear.**

What makes a voice that people like to hear?

Good rhythm. A deeper voice. Variations in volume and cadence of talk.

Unfortunately, I could show you how to do all of this if it were me and you working together on the phone or in person right now, but let's do our best to go over this.

For instance, let's take a look at a normal diatribe or paragraph I might say to a girl if someone were there just to transcribe it, and then we'll break it down after, going over **how I would sound** as I said each thing.

"That's awesome...you know, it reminds me of something crazy that happened to me a couple weekends ago. I was in DC for a marketing event and one of my good friends who I almost never get to see ('cause he lives in Vail) was there and we decided we were going to have a good time that night. Now, the two things you have to know about this guy, is that 1) he's ridiculously rich and 2) he's one of those guys who drinks once a year, but when he does drink, he gets fucking crazy. So, 9 PM rolls around and we meet in the lobby to start our night and you won't believe what he was wearing.."

OK, so this was actually a true story and it was a fucking

insane night (maybe if we meet up in person, I can tell you about the madness that went down) but this might be something I would say to a women if we were talking and someone was there listening and transcribed it.

But if YOU were actually there listening to it, it'd sound a lot different than what you just read. Let's take a closer look, we'll do this phrase by phrase. Try and read each of these sentences out loud as we go through them, thinking abbot how YOU would say them and then how you would hear me say them and put it all together, k? Let's get started:

"That's awesome...you know, it reminds me of something crazy that happened to me a couple weekends ago."

**I say "that's awesome" with a very plain tonality -- like I'm not incredibly impressed with what she just said.**

"..you know,"

**And after I say "you know", there's a slight pause -- I don't say anything for a second. This is me just pausing to create some suspense and tension in what I'm about to say. By adding in that suspense and tension, it makes whatever's coming next after have a higher "perceived value", because she had to wait to hear it.**

**That way, she's gonna pay even closer attention to it, give it more value and as a third evil benefit, because she's going to find herself listening more closely, she's gonna think to herself, again, "wow, I'm really interested in what he has to say..I must really like this guy."**

"..it reminds me of something crazy that happened to me a couple weekends ago."

**There's an additional emphasis on the word "crazy" because it's a trigger word -- it's interesting, has some shock value and now when I tell the rest of the story, she's going to look for things in the story that could be classified under**

**"crazy" -- basically, I've set the tone as "this story is going to be crazy" and now she's going to subconsciously be looking for things in the story that prove that to be true. This can be really powerful because if she's the kind of girl who likes bad-boys who do crazy things, well, I've already got her searching in her mind for proof that I do "crazy" things and am a bad-boy. Like if she was a girl who likes guys who work hard and have BIG goals, then I could say something like, "..it reminds me of something really ambitious that happened to me a couple weekends ago." Got it? Let's move on here..**

**"I was in DC for a marketing event.."**

**This phrase is broken down into 2 parts: "I was in DC" and "for a marketing event".**

**See, me being in Washington DC is good "embedded content" into the story. It shows that I travel and I want her to know that without me having to come out and say "Hey, I'm fucking awesome, I travel and shit." But to make sure it really sticks there in her head, I pause after saying "I was in DC.." and just let it marinate there for a second.**

**So it's "I was in DC..for a marketing event.."**

**"..and one of my good friends who I almost never get to see ('cause he lives in Vail) was there"**

**In terms of tonality, "and one of my good friends" comes out in my normal everyday tone. Deep, focused speech. But when I say "who I almost never get to see", my volume goes up and it's "who I NEVER get to see" and then it immediately gets even lower than baseline when I say "'cause he lives in Vail" to balance the rhythm of the tone.**

**So it's normal for that first part, louder and slow for the second part and then quieter and faster for the third part. And I know this sounds complicated on paper, but in person, it's really not and more importantly, it's really damn effective in real life.**

**And then the was there is just a normal, baseline tone.**

"..and we decided we were going to have a good time that night."

**Emphasis is placed extra on "we decided" with a short pause right after. Then when I say "good time", my voice deepens and I lengthen the word "good" to "GOOOOD". That way, I'm framing the night as really fucking good (and what woman doesn't want to know a guy who's nights are "really fucking good?").**

Now, the two things you have to know about this guy, is that 1) he's ridiculously rich and 2) he's one of those guys who drinks once a year, but when he does drink, he gets fucking crazy.

**Normal baseline tone until I say "is that, 1)..". There, I pause momentarily because when I said "the two things you have to know about this guy", I created an open loop in the conversation. She now knows there are TWO cool things she's about to learn about this guy and now I know I can make her wait a little bit without losing any attention. In fact, by pausing and knowing I've got her hooked, it'll give her time to think to herself, "wow, this guy is an incredible speaker. He must be hung like a horse." Well, she'll think at least one of those things :-)**

**So I pause there, then when I say "ridiculously", I put extra emphasis on it, again, because it's a trigger word, a good adjective. And after I say "and 2)..", I of course pause again, showing my complete control of this conversation and communication, in general (incredibly attractive qualities, by the way) and then I finish up the sentence, pausing one more time after I say "but when he does drink.." and then lowering my voice and slowing down my cadence when I say "fucking.. crazy..".**

"So, 9 PM rolls around and we meet in the lobby to start our night and you won't believe what he was wearing.."

**Back to normal tone here, except for the big, controversial part of the content.. "you won't believe what he was wearing..". There, I slow down my speech, lower my voice a little bit and pause a bit more after "you won't believe" and before "what he was wearing".**

So you can see, there's nothing incredibly special about this little paragraph here (except that I promise you, she's incredibly interested in what's coming next). I didn't have to speak like a Don Juan or re-enact love poetry...I mean, for god's sake, I'm telling her about a night I got drunk as fuck with a good friend of mine... but it doesn't matter, because I'm displaying incredible attractive body language and I'm speaking in a tone that just demands attention and intrigue.

It sucks, because if we were talking in person, I could show you this entirely, from A to Z, but for now this'll have to do. Moving on..

**Capital Case Study #113**

Brad is one of my favorite success-stories ever.

He came to me more than a year ago and after passing the application process, became a member of the “10 Lifestyle”.

His big thing he was wanted help with was to get “the girl of his dreams”, which was someone he already knew, but had never been romantic with (a good choice, to be honest, I’ve met her a few times since and she is gorgeous/awesome).

They had been “fringe friends” for years, which was good, because it meant he probably wasn’t in the friend zone, but there was still a lot of progress that needed to be made before anything major could happen.

After I helped guide him through some key conversations and interactions with her, I knew it was time for him to show her his true feelings, so I told him to do so and told him exactly how to say it.

A few days later, he called me up, excited out of his mind, to tell me they hadn’t left her bedroom all weekend!

Fast-forward about a year later now, and they’re entirely in love and as happy as can be.

Plus, as is the case with almost everyone I work with, Brad has seen the rest of his life take off too.

He moved out to the West Coast with his girlfriend (they just got a new place in Venice, CA), he got a brand new job he’s incredibly passionate about and he texted me recently to tell me he “has abs showing in the mirror now, for the first time of his life”.

Awesome

### **Secret #3: Being Able To Read And Understand What Kind Of Hot Girl She Is**

Based on my experience, there are 4 types of hot girls, or "8's, 9's and 10's":

- Insecure and Guarded
- Insecure And Not Guarded
- Secure and Guarded
- Secure and Not Guarded

And girls are constantly switching between these 4 categories.

Sometimes they feel really confident (or secure) -- other times they don't (insecure).

Maybe she went out that night, took one last look in the mirror before she left and thought "Damn, I look good tonight," and was pure confidence until around 11 that night, when some drunk dude told her she could stand to lose a couple pounds. Just like that, she'll go from secure to insecure (by the way, we **ALL** respond insecurely to comments made about our appearance and vanity, even from people whose opinions we would normally give two shits about).

So they're always changing.

But when you first meet her, you need to gauge where she's currently at, so you can adjust your game to be most effective at that current point at time.

Here's how it works:

#### **Secure and Guarded**

*How To Know She's Secure* - She doesn't look around to others for approval. She's in her own world. She knows and believes in her values. She has no problem teasing or making fun of others (so long as it's good and fun in nature -- if it's malicious, you can bet she's feeling pretty insecure).

*How To Know She's Guarded* - She's not entirely open to meeting new people. Her body language faces away from people she didn't come with. She probably scowls once every 10 minutes.

*How To Interact With Her* - If you've read my book "Confident Communication", then you know about my Fun and Challenging Rhythm...this is the kind of girl who needs more "challenging" behavior than fun. And because she has her guards up, you don't want to let her know your intentions too early -- because those guards are up, she went out that night with the intention of shooting guys down who try her, so if you come talk to her and keep it indirect to start, she can't necessarily shoot you down.

A good way to handle this is to "steal the frame" early, and flip the script. You'd drop a comment like this early in the conversation to do so:

"And just so you know, I came here with the sole intention of not giving my number out to anyone so I don't care how good your game is, you're not getting my number, k?"

Then, once you break through those shields, you just focus more on challenging her, then pure fun.

### **Secure and Not Guarded:**

*How To Know She's Secure* - She doesn't look around to others for approval. She's in her own world. She knows and believes in her values. She has no problem teasing or making fun of others (so long as it's good and fun in nature -- if it's malicious, you can bet she's feeling pretty insecure).

*How To Know She's Not Guarded* - You see her socializing with lots of different people. She's probably smiling a lot and looks to be having a good time. Be warned, this is the kind of girl that can make you think she's into you, but is really just a big tease (this is the kind of girl who's got a bullpen full of friend-zone fucks).

*How To Interact With Her* - This one's the easiest to handle in my opinion. You just do everything to make her think you're putting



her in your own friend-zone. As long as you come in fun and confident, she'll be very open to talking to you. And then once you're in, be more challenging than fun (although you should still be doing both) and take advantage of one of my favorite marketing tactics, "takeaway selling".

This is where you temporarily "take the offer away" from the prospect, in order to increase their desire for it more.

In marketing, we'd say a line like this at the close: "This product is NOT for everybody -- if you're not a total action-taker with serious ambition, then it's probably not for you. In fact, if you're not a serious action-taker, forget about getting this product, just stop reading this letter right now because this will never work for you."

See what I did there? I challenged you to be an action-taker and i also temporarily took the offer away from you and what happened? **Your desire for it went way up**, and you don't even know what the hell I'm selling there.

You want to do the same thing with her.

Tell her "you're glad she's not your type, because that would make this friendship really complicated," or turn her into your wingwoman for the night (it'll seem like you're trying to get rid of her all night).

### **Insecure and Guarded**

*How To Know She's Insecure* - She's probably really hot-looking (if you have trouble reading women, just assume the "hot" looking girls are insecure and the "beautiful/gorgeous" girls are less insecure). She also derives happiness from getting validation and approval from others. She might be drunk. When you make any smart-ass comments to her at all, she'll usually respond histrionically.

*How To Know She's Guarded* - She's not entirely open to meeting new people. Her body language faces away from people she didn't

come with. She probably scowls once every 10 minutes.

*How To Interact With Her* - This is a rare combo, not one you'll see very often. Her insecurities, plus her intent on being guarded will have her coming off as a bitch. What you need to do is to break through her shields first, by showing your interest in her (while also building trust), then once you're in, you just pull back on the interest and chill...her insecurities will have her running to you pretty quickly.

So to first break through those shields, you'd just approach her, say "hi" and start talking. Early on, deliver a couple sincere compliments about things you dig about her. Make the first one personality-based and the second one about something she's wearing. Be strong, confident and persistent.

Then, when you see she's let you in (you'll notice right away, as her body language and eye contact will improve dramatically), pull back. No more compliments. Turn your body-language more away. Even stop talking to her if you want.

What'll happen is her insecurities will have her alarms going off the minute you appear to not be interested and her fear of loss will take care of the rest for you.

Evil? Probably.

Effective? Yup.

Do ALL girls do stuff like this all the time anyways? You bet your fucking ass they do.

### **Insecure and Not Guarded**

*How To Know She's Insecure* - She's probably really hot-looking (if you have trouble reading women, just assume the "hot" looking girls are insecure and the "beautiful/gorgeous" girls are less insecure). She also derives happiness from getting validation and approval from others. She might be drunk. When you make any smart-ass comments to her at all, she'll usually respond

histrionically.

*How To Know She's Not Guarded* - You see her socializing with lots of different people. She's probably smiling a lot and looks to be having a good time. Be warned, this is the kind of girl that can make you think she's into you, but is really just a big tease (this is the kind of girl who's got a bullpen full of friend-zone fucks).

*How To Interact With Her* - This is the easiest type you'll ever deal with. If a girl just got dumped by her boyfriend, she'd be acting like this. It'll be easier to talk to her because her guards are down and her insecurities will make her susceptible to more of a "fun" dialogue, than a "challenging" one (so keep it fun, don't challenge her too much and make this harder than it needs to be).

So just keep it fun, keep it light, keep it playful and when the time's right, make your move.

Now like I said, most girls are constantly changing between one of these 4 categories so you always need to be aware and cognizant of what's going on. Then, with that knowledge, you can interact with her in the most straight-line approach possible.

You can pull just one type of game with less attractive girls, but in the high-stakes game of 8's, 9's and 10's, you need to be incredibly adaptable and this understanding here will make this a hell of a lot easier for you. Read it, learn it, use it.

#### **Secret #4: Playing Games**

Oh, shit. **Games.**

Let me give you a scenario: Guy meets hot girl. Guy plays it cool. Guy gets hot girl. Guy loses his cool. Guy becomes too easy. Girls gets bored. Girl becomes distant. Girl leaves guy. Guy gets sad. Guy jerks off.

And now let me lay some truth on you: **This happens all the time, especially with the hotter, more desirable girls.**

And it's a direct result of TWO things happening:

1. The guy becomes too available for the girl
2. The guy becomes too easy for the girl

You see, with 8's, 9's and 10's, if you want to continue to see them after the first night you've met them and **then continue to see them**, or even carry out a relationship with them, you'll just need to make sure you keep these two things present in the relationship:

1. She can't always have you when she wants you
2. She can't always know what you're thinking

There...that's it.

We can talk all day about playing games, and when to return phone calls and things to say, but so long as she doesn't always know what you're thinking and can't always have you when she wants you, you're going to be good to go.

So how do you do these two things?

Just balance this shit out. Answer her calls sometimes, other times don't (this is the **WHOLE** point of my thoughts and teachings that I run with my most intimate coaching clients about creating a lifestyle that just implies "games"). Reply to a text right away sometimes, other times take a few hours, or all day.

Just don't be that guy who sits by his phone waiting for her call and then jumps to answer it on the first ring.

And for not letting her know what you're always thinking, just keep some things private for yourself. Don't be so open to share all the things going in your head (she wants to know them, just not all of them at once). Feel free not to answer questions you don't want to. Be more noncommittal to things she asks you about, but always be sure about the things you plan yourself and just know that every time she asks you to hang out or do something, the answer "No" will literally drive her crazy.

Just remember this: Girls who are hot enough to be classified as "8's, 9's and 10's" love to be challenged and love to try and

figure guys out and when a guy she's with becomes too easy/available for her and she thinks she understands you and has you figured out, **she's done**. Period.

So don't let it happen if you want to keep things going -- keep challenging her and continue to uphold some mystery about what's going on in that head of yours. It will drive her crazy (in a good great way).

### **Secret #5: Testing**

I walk right up to her and say, "Why haven't you asked me to dance yet?"

She looks at me like "you gotta be kidding me". I don't budge. I don't smile. I just look right in her eyes.

Nothing is said for a second..

..two seconds..

..three seconds..

Then she exclaims, "Why haven't you?"

I pause for a second, smirk, then say, "Let's go," as I start walking towards the dance floor and hold out my hand behind me for her to grab it. She does and off we go.

**This, my friend, is a perfect example of a "test"** (it's also a killer example of passing a test -- good job, Jason :-)

See, women don't believe you...seriously, they don't. They've been hit on so many times and approached by so many guys in so many different ways, they're jaded.

Skeptical.

Looking for any sign of weakness to shoot you down.

And the hotter the girl, the more jaded and skeptical she is (save for the hottest girls around -- they've usually been hit on LESS than not-as-attractive girls. It's because they're so intimidating, most guys never even try with them so they don't get

approached quite as often).

So they don't believe you're really as cool, smart and charming as you appear to be when you first approach or talk to them (even if you do everything right) and they want to find proof. So they'll throw tests your way and once you fail a test, she sees it as proof (thinking in her head, "See...he is just like all the other guys..").

However, if you continue to pass test after test, pretty soon she has way less objections and will really allow herself to truly like you. Obviously, that's what you want.

So how do you pass her tests?

There are two key components to this:

*1. Never let her see her tests affecting you*

She might try to make a remark about your clothing (like that girl in the start of this book, remarking about my suspenders), she might say something sarcastic, she might try to get you to reveal your true intentions about something, whatever, it doesn't matter. They're all just tests and it is key that you do not let them affect you, at least on the outside.

So if you're smiling and talking to her, and she says something about how "you think you're so cool," you keep smiling and talking to her. You don't let it affect you or change your state (by the way, the best response to a statement like that is a smiling "Obviously.").

If it's something more malicious and it does affect you inside, fine. Let it affect you internally, that's up to you, but don't let her see that it affected you. Got it?

*2. Be more ridiculous in your response than her "test" was*

But do it in a fun way.

I was at a bar recently and a pretty girl came up the bar to

order a drink for her and her friends, right near me. Dangerous move, little girl.

I turned to her and dead-panned, "So what shot do you want to get me?"

Clearly on her game too, she looked at me and said, "Is that your pick-up line?"

Impressed by her quick-wit (but not showing it), I told her, "Yup. And I'll have a shot of straight Ciroc. Thanks!".

Sixty seconds later, I downed the shot she bought for me (she got one for herself too). Ten minutes later, we exchanged phone numbers.

Notice her test ("is that your pick-up line?") and my response ("Yup."). That's a test passed with flying fucking colors. And it was a little ridiculous...telling her that was my pick-up line (it's also incredibly genuine and confident to her, both of which are obviously incredibly attractive).

Something to keep in mind too...often when you first talk to a woman and you come in a little fun and challenging, she'll immediately sense your "game" and instantly throw out a test, hoping to find your alleged weakness quickly and it is fucking imperative you pass that test and set the tone for the rest of the interaction.

So if you come in and say something like, "Hi, I'm Jason and I'll be hitting on you tonight," she's instantly thinking a couple things. One is that you're clearly have some bravado and two, it's just a front 'cause any guy can drop a good line or two and now she wants to prove it.

So she'll reply, "Oh really?" or "Are you kidding me?" or even, "Is that the best you've got?".

And it is there that you'll have to crush it out of the park, by remaining calm, cool and collected and responding in a way that shows she didn't affect you and is fun/ridiculous, so if she said,

"Oh really?", you'd respond, "Yeah, and don't worry, I'm actually really good at it."

If she said "Are you kidding me?", you'd respond, "Of course not. Are you?"

And if she said, "Is that the best you've got?", you'd of course respond, "Of course not, I only pull that stuff out when a woman's proven to me that she deserves it..".

Game, set, match.

And you can see none of this is being incredibly creative or witty...it's just being bold, honest and a little ridiculous.

Now you won't just see these tests when she first meets you -- she'll keep throwing them in there (with less frequency, of course) for the entirety of your relationship, so always be aware of them -- don't let your guard down.

And what's cool about it is once you cultivate a full lifestyle that just exudes "game" (like I always talk about and build up for my "Boss" clients), you don't even have to think about "passing tests" anymore -- you're just naturally so far beyond them, they'll barely be a blip on your radar screen.

### **Secret #6: Extreme Alphaness**

I know you've heard the term "alpha" before when describing female attraction and social dynamics and all the jazz and while that's cool and all, allow me to break down what it's really about.

It's not about being obnoxiously loud or overbearing.

It's not about yelling at people or looking to get into fights or "big dick matches" or any of that nonsense.

It's about letting all that you do and say **come from within**.

It's not coming from what you think other people'll think or expect; it's not about trying to please or gain approval of others; it's not even about trying to make others happy by changing who you



are; it's about letting all that you do and say come from within.

If you can just do that, you'll be so money in the "alpha" category, you'll be rich with beautiful, incredible women.

Here's how you do it:

Stop saying things you think people want to hear and instead, **say what you want.**

Stop acting in a way you think people expect you to **and start doing what you want.**

Once you can cultivate this mindset into all that you do, women will literally feel this magnetic pull towards you in everything you do -- they'll just know you're one of "those" guys that they love to be around (shit, I'm getting all warm and fuzzy just writing about this...this is that important).

And of the best ways I've found to really create this mindset is to simply figure out who YOU are and what your values are. Once you know and are aware of what they are, you can begin to act in alignment with them in everything that you do.

Pretty soon, what's going on **inside** of you is going to match **what's going on outside** and that is the mark of a true alpha.

So here's what I want you to. Get a scrap piece of paper somewhere and get a pen while you're at it too. Got 'em? Good.

Now I want you to write down the 3 most common types of people (guys and girls) you like to hang out and spend time with.

I'll wait.

Now, I want you to write down the 3 most common types of people you don't like to hang out and spend time with.

Got that?

Now, write down the 3 most "normal" things you like to do (normal meaning things like working out, making fun of old people, watching movies, etc).

And now, write down the 3 most common situations where you hold back on what you say for fear of stepping on someone else's toes (this is in social situations, I understand if you can't tell your boss what you really think).

OK, cool, got it all?

Now here's what you do with this (and this is simple and really effective):

1. Hang out with the types of people that you wrote down first. When you meet a woman, ascertain if she actually is one "those" people (instead of just beautiful). Ask her questions to find out if she is.

If she is, great. If not, move on.

2. Also ensure she's not one of those types of people on the second list you wrote down. If she is, move on.
3. Do the things you wrote down on that 3rd list often. Plan out time in your week to do them every week. Don't skimp on this. Do them and really get into them. Then, when you're talking about a beautiful women and you start talking about something you've done recently, you'll have something you're truly passionate about to talk about and something that's still a flickering flame inside of you and she'll notice it, find it interesting and probably want to it with you (so long as you didn't list something like "jerking off" ..oh, wait...she'll probably want to do that with you too, never mind).
4. Become aware of those situations you wrote down on the 4th list and consciously self-correct them. Start saying what you truly believe and stop holding back -- let your external match your internal, the people around you will appreciate it and even cooler, women will find it irresistible.

Simple, yet enormously profound, right?

Cool.

### **Capital Case Study #22**

Eric came to me with lots of “surface issues” – he didn’t know how to relate, talk to or even just be himself around beautiful women.

From the outsider’s perspective, it appeared that he had tons of issues, but when I really got to get a closer look at one of our “10 Lifestyle” weekends, I saw that, for him, it all came down to one thing: his sexual dissonance.

Like any guy, he obviously wanted more sex, but he didn’t act or talk like he did.

All of his conversations with women, and even the ones inside of his head, were all very “vanilla”.

So I worked to flip that “sexual” switch in him and pretty soon, not only did he meet a beautiful women (who’s now his long-term girlfriend), but he recently received a promotion at his Law Firm, lost 16 lbs. of body fat and told me he now wakes up everyday “happy and comfortable”.

Your possibilities, too, are damn near endless..

## **7. Pre-Relationship Social Proof**

Maybe there's a trend you've noticed here so far about beautiful women -- they're not that different from "less-attractive" women -- everything is just exacerbated and amplified.

Normal women test you; really gorgeous women test harder.

Normal women want a man who lives his strong values; really gorgeous women want a man who knows exactly what his values are and stands by them as if they were his own heartbeat.

And lastly..

Normal women want a man that some other people know about; really gorgeous women want a man that everyone knows.

Now, I'm not saying that everyone in the world needs to know who you are and you need to be followed around by TMZ cameras all day long.

She just needs to see you as someone that people know of and like and fortunately for you, I can tell you all about how to do that right now.

In marketing, there's a term called "social proof" and it's fairly self-explanatory -- it means other people approve of you and what you have to offer.

If you've ever watched an infomercial, you've seen "social proof" in action when they pan out to "real people" interviews where they ask supposedly random people on the street to review their product and the people say something like, "Wow! It's incredible, I never leave home without it..". That's other people approving of the product/offer and it's important for us to hear. Why's that?

Because we're naturally skeptical people -- and we already know that if someone is trying to sell us their widget, they're going to say it's great. It's theirs.

But if they get a third, **objective** party to say it's great too, well that's gonna be a whole lot more believable and convincing to us and it's no different to an 8, 9 or 10.

They like guys, they want guys.

But they want guys who are fucking awesome and other people think is fucking awesome too, **because if other people believe them to be fucking awesome**, then it must be true.

Funny logic, right? I know, but it's true! ..and we definitely can't ignore it.

Now it'd be sort of cool if you could carry an objective, third-person around you all day long, so that when you met a beautiful women, you could stop it mid-conversation and say something like, "Look, I can tell you're beginning to like me, but you might not be sure and I get it..we just met, you don't me all that well yet. So why don't I let someone else tell you a little bit." and then you'd pull out your objective third-person and have them spend 30 seconds telling the girl how fucking awesome you are...

..unfortunately, this might be a little tricky to pull-off in real life.

**Instead, you just let your environment, wherever you are, create your own aura of social proof.**

Here's what you do:

You talk to other people (groundbreaking, right?). You have fun with them. You move around, you talk to a lot of people and you let her see how popular you are (on top of this, you're carrying out your body language and tonality in optimal ways too, to really amplify the social proof effect).

Wherever you are, you have the best fucking time ever with all the people your environment has provided for you and you'll be all social proofed up from head to toe. And pretty fucking quickly, she'll notice just how popular you are and start wondering to herself "who is this guy? Everyone seems to know and like him, he must be pretty fucking cool".

Then, when you do go to talk to her, you're already pre-sold. She already thinks you're a fucking stud because everyone seems to think so and it's going to make everything WAY easier and smoother for you.

Think about it like this: Why do you think girls shit themselves over celebrities?

I'll tell you what, it's not just 'cause of their money or good-looks..

..it's because they're social-proofed to the max.

They've got guys chasing them around, taking pictures of them. Everyone knows who they are. People talk about them all the time. And every girl already knows every other girl already approves.

That is the power of social proof.

Use it and use it often, it could be the difference between the 8 you take home tonight and the 8 times you jerk off tomorrow, thinking about the girl you almost took home yesterday.

### **Secret #8: Social Proof During The Relationship**

OK, so now we're past the "recognition" phase and you're talking to her.

And you're thinking.. "Damn..she's fine," or "Wow, her tits are extravagant," or whatever.

Stop that.

Be present. Focus. Enjoy the interaction.

And while you're there, lay down a rock-solid aura of social-proof all around yourself.

### **Huh?**

Let me explain.

We know how important social proof is before she actually gets to meet you, but it's not just limited to the before -- it's important FOREVER (or at the very least, the duration of your relationship with her, whether it's the one night she spends at your place or the 3 years she spends as your girlfriend).

If it's important to her before she meets you, it's gonna be important after she meets you and it's not going away any time soon.

**You've gotta continue to surround yourself with social**

**proof.** Period (again, this is one of the BIG points we focus on when you're a "Boss" client of mine and how to create this naturally and permanently).

So how do you social proof yourself?

It's really rather clever, how you do it.. And before I tell you how to do it, understand it's not "bragging".

Bragging is unattractive, insecure and really fucking annoying. Instead, here's what you do:

When you're talking to her, you drop in little hints, here and there, that exude and imply social proof, but you only do it because the info is pertinent to what you're talking about, not because you're bragging.

Remember that...you're mentioning it because it's **part of the story.**

For example, if I'm telling a woman about the time me and my buddy discovered that lesbians don't actually "scissor" with each other (true story, by the way), it's important to let her know the where and why of the story, right?

And it just so happens this story took place in Tampa, Florida on the beach, where I was flown in for a very high-class, "closed-doors" business meeting.

So while I'm telling her this whole story about this lesbian who decided to come out to us in the ACTUAL meeting and tell us about her sexploits, it only makes sense that I set the scene for the story: where it took place, when it happened, why I was there, etc.

And I just drop it in there, casually, not waiting for a reaction and clearly not saying it to impress her..

"Yeah, so I was down in Tampa last month for this weekend-meeting and in it, we're supposed to be talking business, but we ended up spending like the whole time interviewing this woman who was there who secretly was the most incredible lesbian I've ever met!

Blah, blah, story, blah..

Yeah, and it was entirely ridiculous 'cause they literally flew me down there to help them and we ended up spending all our time discussing lesbian theory, which is way more interesting anyways."

**So while it certainly appears that I'm telling some really fun story about lesbians and scissoring, I'm also conveying to her that I travel, I'm extremely comfortable discussing sexuality, and people are flying me in for business coaching.**

Notice I didn't tell her any of those things -- they were just implied.

And when you're meeting 8's, 9's and 10's, you're going to have to do this in your interactions with them. Every story you tell should have some element of this (so really you should only be telling the stories that have this info) and once you get the hang of it, you'll just do this naturally.

Now what kind of information should you be including in your stories and discussions?

Here's a short list of the most important traits you should convey:

- Traveling
- People look up to you, respect you and try to learn from you
- You socialize with other women
- You're extremely passionate about a few, choice things
- You're healthy and active
- You're ambitious
- You do things on your own accord
- Your family is important to you



- You have times where you clearly don't give a fuck what other people think, but you also have times where you show your vulnerabilities

It would also behoove you to focus the majority on your conversations on things that you can relate to any of these traits above.

For instance, I talk often about my goals, my plans and my future and when I do, I'm obviously really into and excited to talk about it. **What's that show to her?**

I'm really fucking ambitious. I'm incredibly alive and passionate. I do things on my own accord.

So work this into your day-to-day and use it when you're talking to a beautiful women...you've already social-proofed yourself before you met her and now you're going to continue to raise your equity with her as you guys talk and get to know each other.

I can't state how important this is for you in your quest for more 8's, 9's and 10's -- they hear from guys all the time who can drop a few lines and "fake it" for a while, but it is RARE they meet a guy who has all of these incredible qualities and is open to talking about them (without bragging).

Powerful shit.

### **Secret #9: Being Non-Reactive And Always Being Willing To Walk Away**

I wasn't going to put these both together in the same section, but after some thought, I realized they were so similar, they should go together.

Let's start with the first one: Being "non-reactive".

Remember how I was talking about all those tests women tend to throw out? This is where being non-reactive really comes in handy.

See, when women throw these tests out, they're trying to catch you off your game, they want to see that you're not really the man you're appearing to be.

And how do they find that you're not really the man you're appearing to be?

- When you REACT to their little tests.
- When you get frazzled.
- When you get fidgety.
- When you get agitated.

And when they find that they're able to get these reactions out of you, THEY WIN.

And dawg... we don't want them to win. **We want to win.**  
**Duh.**

So instead of reacting or getting frazzled or fidgety or agitated, you remain non-reactive.

You laugh it off. You one-up her challenge. And you let it be known her shit doesn't affect you.

Example time:

When you talk to her about making plans and she declines 'cause she has plans that night or has too much going on, you don't react or act annoyed she can't see you.

You don't immediately suggest another time.

Instead, you tease her for acting like she's "soooo busy".  
Like... bitch please :-)

Lol.

Then, instead of saying "oh well," and ending the conversation there like most guys, you just keep talking to her and having a good time with her. Why?

The reason is two-fold:

1. It shows you weren't just talking to her to get her out on a date...you were actually talking to her because you're sincerely interested in her and having a good time with it. This is big because it leads right into Reason 2..
2. It gives you more time to raise her buying temperature high enough that she'll suggest other types of plans than the ones she just declined.

This has happened to me numerous times. Here's why it happens:

When you suggested a date or plans earlier, she declined because she's either been trained to always say "no" to the first asking or because she's not quite there yet with you.

Based on that, we know that we either need to increase her attraction towards us (if she's not quite there with you yet) or we just need to "try harder" and ask a different way.

Now if we just ask again, she might say "yes", but what if it was the first reason and she's just not there yet?

That's why instead of asking again, I recommend you DON'T REACT, play it off like its no big deal and keep talking to her and having a good time.

This NON-REACTIVENESS is incredibly attractive and there's a very good chance that **just because you didn't care that she said no, it'll instantly amp up her attraction for you.**

Plus, **every other guy** would ask again there. But you didn't. You were different. This will make all the difference in the world...

...and then, she'll be begging for you to ask her out again.

But you don't.

And her desire keeps growing (and you've done NOTHING different but showcase your indifference and non-reactivity).

Pretty soon, she'll come to you and suggest other types of plans and that's how you turn a "no" to a "fuck yes".

Non-reactivity...pretty cool, right?

Before we move on to the next section, let's take a quick look at a couple more examples that'll happen to you often with 8's, 9's and 10's.

If you're already with her and you guys go out, other guys will hit on her and she'll talk to other guys.

**Don't react, get jealous or say anything about it.**

It'll drive her crazy in a good way because she expects you to react and when you don't, it comes off as the most confident quality a man can have.

Sidebar: If a guy is coming onto her too hard, then you don't say something to her, but you step in and say something to him.

Before, you didn't care because she's yours and you both know it, but when another dude is overstepping his boundaries, you man up and step in.

Other situations that might occur:

If she tries to tell you that "things are moving too fast and you guys should slow them down", you agree. Tell her you were thinking the same thing, but at the same time, you don't like to plan things out, but **just let them take the natural course they were going to** and you're not into interfering with stuff like that. Then smile.

She'll probably melt.

And more importantly, you basically just influenced her to continue to let things happen the way you want them to without appearing reactive at all.

If you go to her house and you guys are just together, watching a movie and she says, "Just so you know, we're not

having sex tonight," you **don't** try to convince her the other way that you guys should bang that night. Nah...instead..

You look at her like she's the craziest chick on the planet and say, "What? You thought you were getting some of this tonight?"

And then, **you don't wait for hear reaction**, turn away and go back to watching the movie.

There's roughly a 80% chance she seduces you into sex within the next 15 minutes. Enjoy.

If she starts acting moody or "distant", don't ask her what's going on.

Relax.

And pull back even further. Be even more distant (I know it's hard, but if it was easy, every guy would be hooking up with 9's and 10's).

If you text her and she doesn't respond within a couple hours, RELAX.

Don't keep texting. Either she'll get back to your or she won't.

And there could be a million reasons why she didn't reply (boyfriend, work, family issues, bad timing, lost clitoris, etc.).

And lastly, if you get down on one knee and ask her to be your wife and she says "No", you're probably not gonna save that one. Feel free to go ape-shit.

### **Capital Case Study #77**

Stephen came to me recently as a personal client with one big problem: He had been stuck in the "friend zone" with the same woman for 6 years.

And it didn't help he was convinced he was in love with this girl too.

He wanted me to help him get out of the Friend Zone with this woman and make her feel that all-encompassing emotion of attraction towards him instead.

Now, breaking 6 years of bad-habits, as well as re-framing her entire beliefs and feelings towards him is no small task, but seeing how badly he wanted it, I decided to help him.

Using some of my closely-guarded tricks that I normally only share with my "10 Lifestyle" members and constantly working on his mindset, we were able to have her calling him several times a day within 6 weeks. How sweet is that, right?

But here's the best part: With all the mindset and confidence improvements he had inadvertently made in those 6 weeks, he didn't even want her anymore when she came calling.

Plus, he's now making more money than he ever has, travels every month and has added almost 10 lbs. of lean muscle mass in just a few months.

Score 1 for Stephen

**Secret #10: Being Unique**

True story: I was talking to a really impressive girl yesterday on a park bench down here in Downtown San Diego.

Beautiful, exotic-looking and most importantly, had a pretty solid mind to back it up.

A catch, if you will.

And we were talking about one of my favorite subjects -- the approach and introduction.

I was curious as to what goes on in her mind when a guy she doesn't know approaches her to talk. Here's what she said:

"It's like, I'll be hanging out with my friends and a guy'll make his way over and immediately, I think, "Oh god, here we go, another douchebag."

Lol.

This is before he even says a word to her.

Now, we've already talked about how to overcome this "just another douchebag" dilemma **before you even speak to her** (social proof, body language, etc.), but it doesn't mean just because she saw you talking to a bunch of girls, looking like "Mr. Popular" and giving in air off confident comfort, you're not a douchebag.

To her, you might just be a really skilled douchebag. And that's an objection we're going to have to overcome rather quickly.

See, in direct-response marketing, there's a pretty well-known term as "overcoming objections" and it's a crucial part of the sales process. You probably do it all the time with your friends and family already, but here's how it works:

Let's say you're a personal trainer and you're selling a prospect on buying a package of 15 training sessions with you and as you're talking to them about the workouts and all the body-fat they're going to lose working with you and how great of an experience it's going to be for them, **they're undoubtedly hearing voices in their head that are thinking of every reason why they**

**SHOULDN'T sign up with you.**

Don't get mad about -- it's human nature and we accept it....but we don't let it stop us.

A good salesmen knows that so long as he can overcome his prospects objections and give them ZERO reasons why they shouldn't buy, they're way more likely to buy, so during the sales process, they simply preemptively overcome their prospects objections (before the prospect can even object). And to the prospect, it's almost like the salesman is reading their mind, answering the questions in their head before they even ask them.

It's powerful shit and it works like gangbusters, which is exactly why the same tactic should always be used in the seduction and attraction process.

Now, with that little marketing lesson in mind, what do you think most women's BIGGEST objection is when you approach her?

(Hint: I just told you it two minutes ago..)

OK, I just realized it's kind of hard for me to ask you questions on paper here, when I have no idea what your response was so I'm just going to assume you got it right, in which case...nice work!

Wi-five :-)

But seriously...their biggest objection is going to be something very similar to the girl from the beginning of this section..

..something like:

"Oh god, here we go, another douchebag."

Or "What does this guy want?"

Or even the one that I personally get the most: "When will this guy just take me back to his place and demolish my insides?"

Ha. I kid (but not really).



So if we know that those are going to be their biggest objections going into battle, we simply have to be prepared to **overcome those objections** before they can even really be raised...hence, we do it immediately.

And we do it by being unique.

Notice how she said her auto-response is, "Oh god, here we go again..another douchebag."

It wasn't "I bet this guy is a douchebag"...it was "**another** douchebag".

As in, you're being grouped in with all those punks with on game who have never read anything from Jason Capital.

And you DO NOT want to be grouped in with those guys... that's like choosing to play for Coastal Carolina instead of Duke. And come on, who wouldn't want Kryswieszki behind them as they approach the hogtie in the bookstore?

The best way to overcome her objection and avoid being grouped with those "other douchebags" is by being UNIQUE.

Another quick marketing lesson: Every product that's ever sold well always had it's own "Unique Selling Position" or USP.

Domino's was going to deliver there pizza to you in 30 minutes or less, or your order's free.

Subway was "Fast Food Fresh".

Oreck Vacums weighed only 8 lbs.

See how all of these develop hooks around themselves that differentiate themselves from all of their competitors?

it's called a USP and you're going to develop the same idea around YOU.

Because once you have your own "unique selling position", you already know exactly how you're **not** just "another douchebag".

And once you know that, conveying it to her is going to be really easy (because it's already who you are and you're well aware of it).

For instance, I have an incredibly unique selling position and it's conveyed throughout, from the very first time she sees me to the time we start chatting. See if you can figure it out:

I'm young-ish, but highly ambitious and already financially "successful" (whatever that means).

I'm really fit (6 feet, 180 lb., 9% body-fat) and give off a lot of masculine energy around me, but I'm actually quite spiritual and even hold some more feminine body-language positions at times.

I dress like I might be one of those "24-hour clubbing" types who's always going out, partying and "man-slutting" it up, but I actually almost never go to bars or clubs anymore, only hook up with a very select group of women and protect my sleep like it's fucking gold (in bed by 10:30 PM normally).

My USP is that I'm damn near impossible to figure out.

I look like I'm in my twenties and should be just at the bottom of the food-chain at some random corporate job, but I already run several different successful businesses (CEO, bitch).

So in her mind, when she finds out what I do, she instantly thinks to herself, "Wow...I would have never guessed, blah, blah, **he is different.**"

Then when she finds out I'm into yoga and mediation and wear a necklace that says "Namaste", even though I have a chiseled 6-pack and a defined chest, it happens again.

"Wow...I would have never guessed, blah, blah, **he is different.**"

And then when she finds out I'm not a party-er or a big drinker or a man-whore, but instead an incredibly healthy, energetic, holistic guy, it fucking happens again.

"Wow...I would have never guessed, blah, blah, **he is different.**"

And pretty quickly, she realizes she has NO IDEA what kind of guy I am, that she's never met anyone quite like me and by this point, we're way past me just showing I'm not just "another douchebag"...instead, she's BEYOND intrigued by how little she has me figured out and is dying to know more.

This is powerful shit, ladies and gentlemen, and I suggest you create a similar Unique Selling Position for yourself.

**If you want further guidance on this**, I highly suggest you take me up on my phone coaching offer that came in your "How To Get Hotter Women" package. We'll get you all straightened out there.

Oh, and because I know you're wondering WHAT TO SAY when you first come up to her to let her know, immediately, that you're NOT just "another douchebag", just figure out what most of the guys in your area and age bracket are saying to these girls and **be different and way more RANDOM.**

Throw the girl off her game. Put her on her toes.

And you know I'm not into canned line bullshit (because it's superbly-ghey-ish), but here's one you might want to try:

"Hey, I saw you over here and thought to myself, "Wow, she must have a great **personality** and I wanted to come over here to just find out if it was true...so is it?"

And say it like a little bit of a smart-ass, because if you didn't notice, you just put the pressure on her to prove to you that she does, in fact, have a great personality.

Then just pause and wait for her response. If you've taken care of everything else we've discussed thus far, you're going to like what you hear.

**Secret #11: Patience**

What I'm about to tell you might be the most important thing you read today, probably this week.

And you might not even realize it when you're done because it's not the sexiest thing I can tell you about...but I promise you: **it might be the most important thing.**

And here it is:

*Being patient and in control of your emotions throughout, even during the most intense periods of strife and struggle, will always pay you back in unlimited amounts of success when it comes to women.*

Remember that whole story with me and "The Situation" girl?

Recall how there were numerous opportunities for me to further pursue her, but I didn't..

..I didn't go up and talk to her at the first bar..

..I let her and her friend walk ahead of us and get away from us before we got to the second bar..

..I didn't immediately go talk to her at the second bar..

Instead, I was patient. I didn't rush anything. I was in control of myself and my actions. And the right opportunity presented itself to me later.

Was I surprised? Fuck no.

Understand this isn't an unusual thing in my life -- to be totally honest, things like this, where something great just seems to come to me, seems to happen all the time.

I'd be like that friend of yours that's just "lucky" with everything and never has to try and all that...

Like you'd totally hate me if you knew me in real life :-)

..but **I've got a secret for you**, one that I really don't tell anyone (and might even regret revealing to you here!):

I'm not lucky, nor do I possess any magical powers.

Shocking, right?

I do, however, know the trick to appearing as if I'm incredibly lucky and fortunate with women, business, health and every god damn else important in life, which is..

**..I'm always patient and in control of my emotions.**

And I urge you to be the exact same way in your lifestyle, because when you do understand and cultivate this baseline of patience with all your dealings with women, things will literally just come to you.

Hokey, right?

I know.. but it's the gosh-darned truth!

Now, I'm not saying "Do nothing," and she'll just come to you...you're not getting off that easy.

But you don't have to rush to approach her when you see her out. You don't have to freak out if she doesn't respond to your text message within 15 minutes.

And it is OK to make her wait.

Cultivate patience. Stay calm. Radiate cool. Be collected.

And here's a bonus:

Not only will you activate the weird, karmic effects of the universe that reward those who remain patient and calm, **but a patient man who's in control of his emotions is incredibly attractive to beautiful women.**

See, women and their emotions are like the weather. They're always changing -- sometimes they're cloudy, sometimes they're sunny and sometimes they're a fucking tsunami (and don't try to fight this -- just accept and embrace it for what it is).

But their emotional variations lead them to want a man whose emotions are rock-solid.

A man who is concrete in his life and his intentions and doesn't rush things or act needy.

**A man who's cool, patient and always in control of his emotions.**

So how do you put this into your lifestyle now?

Here's Step 1 -- **breathe.**

Seriously.. The next time you get flustered or worried or rushed, just take a deep breath and relax. It's gonna be OK.

You *don't* have to approach her right now.

You *don't* have to text her right now.

You *don't* have to see her right now.

It can wait, you're not gonna die if she doesn't call you back immediately (again, just don't take this to mean you can put it off forever). It just means that when you cultivate patience and don't let your emotions control your actions, things literally just seem to work out way better for you. Take that to the bank. Period.

And seriously, that's it. That's the secret, the "holy grail", the end-all, be-all.

**Patience and being in control of your emotions.**

If you can do both of those things, you have the ultimate foundation for attracting even the most beautiful women in the world.

And the next time you feel yourself starting to get flustered or frazzled, just remember back to this, remember what Jason's telling you here, and just breathe.

It's all gonna be OK :-)

And that is it, my friend. Congratulations!

You now are in complete knowledge of everything you need to know about meeting, attracting and connecting with hotter

women, the 8's, 9's and 10's of your world.

Your knowledge on this subject is above and WAY beyond 99.9% of ALL guys in the world...think about how powerful that is..

But as we all know from Spiderman, with this great power also comes great responsibility. And that responsibility for you is this:

**You must use this knowledge to meet, attract and connect with beautiful women.**

Look, the facts are this: 80% of the guys who just read all of this incredibly valuable info will never actually use it in real life.

They'll continue to settle for and date 5's and 6's for the rest of their lives, because they were too lazy to take any action.

I suggest you be different. And how do you do that?

Easy – **use this valuable info in your life from here on out.**

I mean, you now know more about 8's, 9's and 10's than 99.9% of the world – don't you think you should be using and benefiting from that knowledge?

I mean, god damn!, can you imagine the incredible women you're going to be bringing home with you from here on out?

This is going to be GREAT for you :-)

So congratulations again on deciding to really make this incredible change in your life.

Now before I let you go, I'm going to really suggest you take me up on that Phone Coaching Call with one of our highly-trained coaches here if you feel like there are any holes left in your game.

It's the most affordable price we've ever offered it, mainly as our way of saying "thank you" for joining our team as one of our valued customers, and it's going to help you out a ton.

A serious, metric ton.

You see, all of my highly-trained coaches were hand-picked, and then trained, by me. Whatever issue or problem you may be dealing with right now, they'll be able to fix for you. Period.

I mean, I'd get on the phone with you if I could but between all the time spent dedicated to my "10 Lifestyle" Members and meeting all these beautiful, incredible women, I'm sort of busy :-)

(That being said, I am sometimes available for coaching and will surprise guys by being the one that calls them for the session instead of one of my other coaches – it really is pretty damn fun helping you get cooler, smarter, more beautiful women in *your* life).

So get on the phone with one of my coaches. It's what they do, day in and day out. They're experts, they will help you a ton and the price is as low as it'll ever be.

So go sign up there as I get going here. I truly appreciate you investing and trusting in my information and I know you're going to make some massive leaps in your life with this new info very, very soon. And that is fucking awesome :-)

I'll talk to you soon.

**Jason Capital**