

DateHotter.



LET'S **NOT** BE FRIENDS

How to Get from the Friend Zone
to the End Zone: The Playbook

The Friend Zone Formula

by Jason Capital

First Print Edition

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INTRODUCTION

Welcome

Hey there and welcome to the Friend Zone Formula.

If you're a guy who's finally ready to "crack the code", so to speak, on women and their ridiculous "friend zones", 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 Friend Zone Formula, 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 San Diego 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.

Membership is currently full.

Now before we go any further, I want you to understand one very important thing..

The things I’m about to teach you about attracting beautiful women have much more further-reaching benefits than just banging or dating lots of hot chicks.

I mean, sure, you’ll do a good deal of that, but unlike most other dudes out there teaching this stuff, my expertise goes beyond just women – as you begin to learn and understand my teachings here, you’ll notice it starts to manifest itself in other areas of your life besides just women.

What you learn here will make you more money.

What you learn here will make you a much better communicator and influencer.

And what you learn here will drastically increase just how much fucking fun you have in your day-to-day life.

And now, since that feels like just about the right amount of pre-hypeness, let's begin.

CHAPTER 1

The Friend-Zone Formula: Solving The Friend Zone Forever!

Ever heard of the "friend zone"?

I'm sure you have, but I hope for your sake you've never had to feel what it's like to be there.

It's the place beautiful women put men who they decide they could NEVER date, sleep with or simply carry out any type of physical relationship with.

Instead, the benefits of being in the "friend zone" sounds more like the brochure you'd read for a super-shitty hotel in the bad part of Tijuana (as if there's a "good" part).

Come Check Out The "Friend Zone" Today! During your stay, you'll get to:

- Listen to a beautiful women vent to you about all of her ridiculous little problems
- Do little favors and chores for her as she pleases
- Live in a state of complete irrational hope, constantly thinking "oh, I'm getting closer to her, I just need to turn this corner and then she'll fall for me.."
- Deal with CONSTANT rejection from her
- Watch her flirt with other guys RIGHT in front of you, playfully chatting with them and establishing a connection with them that you WISH you could have with her

- Constantly and woefully attempt to raise yourself up, as she often teases and puts you down
- Not kiss her
- Not have sex with her
- Sleep alone, in your bed, most likely thinking about her (while she spends the night with someone else, not thinking about you for even a second)
- And even have her ruin the rare chances you get with other women

That last one is hilarious (hilariously evil, of course) -- you'll be out with her, at a restaurant or bar, and you strike up a conversation with another woman.



Bad move, you friend-zone inhabitant.

Right when she sees that someone else might steal her faithful servant, she pounces in there and starts to do things to make YOU think she just finally be interested in you.

Unfortunately, it's bullshit.

She just wants to seductively tease you away from the other girl and bring you back into her world, where she can count on you for every little whimsical thing she needs.

And what makes it even worse is that it's those seductive teases that keep guys in the "friend zone", hopeful that, "Hey, there still is a chance."

Shit God Damn, That's Fucked Up (you don't mind a little sailor-mouth, do you?)

As you can see, beautiful women are most certainly not "little angels".

They can be deceitful, manipulative, ruthless and entirely misleading (they can also be smart, awesome, gorgeous and simply a blast to be around, you just have to know how to choose 'em).

They play the "game". You know this, I know this, we all know it.

And because of that, most guys out there will tell you that you have to play the game back..

..you have to plan a whole bunch of shit out in advance..

..you have to analyze stuff and come up with the best plan of action..

..you have to deceive and mislead and manipulate.

I on the other hand, eloquently say "Fuck that shit".

You don't have to plan a bunch of stuff out.

You don't have to analyze everything and make extravagant, Sun Tzu-like plans.

You don't have to deceive, mislead or manipulate.

Instead, you just develop your lifestyle so much that all of those games and tactics most guys and gals out there play just happen naturally in your life.

It's not that you're pretending to not be interested when you first meet her, it's because you're just not all that impressed with beauty (it's everywhere nowadays anyways, right?) and until she truly proves that she deserves it, she doesn't necessarily deserve your complete and undivided attention.

It's not that you're unavailable to go out on a certain night because you don't want to appear to be too available, it's because you are actually that busy and had something awesome else going on that night.

It's not that you had to wait 3 days to call a girl after you got her number, it's because you were legitimately crazy busy with the latest project you're developing and the other woman you've been "soft-dating" for a few weeks now has been deserving of your attention as of late (for instance, as I write this, I have this



beautiful Hawaiian girl texting me, but I'm not gonna be able to reply until I finish writing this section -- it's not deceitful or "gaming", it's having a lifestyle that implies and conveys "game").

See the difference?

It's gonna be much stronger for you if you can develop a lifestyle that just implies "game", without having to fake it.

Read that again – it's fucking awesome.

But the point is this: Women play games. They test.

And beautiful women play like it's the Super Bowl and hand out tests like you're a Harvard undergrad.

Now in just a second, I'm going to go crazy in-depth as to what to do to AVOID the friend-zone forever, revealing a bunch of different strategies, steps and "mindset-shifters" for you, so far as to be the guy that is NEVER even considered for "friend zone membership", even BEFORE either of you utter a single word to each other.

But first, this whole friend zone discussion deserves a story, and a good one at that first.

It was a breezy Spring night and I was going out with a few friends to a big party at one of Michigan State University's big bars.

Now if you know anything about the Big Ten college life and the partying that comes with it, you know exactly what kind of party this was..

Tons of loud music making normal conversation almost impossible..

Darkness illuminating the room, making it difficult to even see the person you can't hear talking to you..

And of course, an abundance of alcohol being consumed by the good ol' Green and White faithful.

So as I roll up to the club with my buddies, we notice a short line and head to the end of it.

A couple minutes later, I feel a tap on the shoulder and slowly turn around to see a girl I went to high-school with and hadn't seen or talked to in at least a couple years (let's call her "Mandy").

Now you should know that this girl in high-school was one of "those" girls -- the type everybody in school knew and talked about, the one other girls were always jealous of and most of the guys wanted to bang..no, let's says "consummate", that sounds nicer...so all the guys wanted to "consummate" the shit out of her.

Anyways, as you already know, when I was in high school, I was already a pretty big-time athlete, but a total klutz with girls. Total "nice, quiet, pushover guy" bullshit.

So while we knew each other back in the day, I was "just a friend" -- a friend-zoner with too many boner, if you will.

I should also note here that I had just recently started really learning all about men/women interactions and while my knowledge was limited, I had definitely had a intuitive feel for it that allowed me (and has continued to allow me) to have a really fast learning curve.

So even though I was only a few months into the education that would soon be changing the entire course of my life, there were a few things I had a fairly-strong understanding of, one of those being the friend-zone.

..but you know as much as I do understanding something and actually ACTING ON IT are two entirely different things.

Lots of people know stuff, but very few actually act and prosper on that knowledge, ya know?

Flash-forward back to that line and that tap on the shoulder..

So there I am chilling in the line with my buddies when I feel that tap on my shoulder and slowly turn around to see Mandy behind me with some friends of hers.

Let's take a look at what transpired..

(entering Jaosn's head)

Wow, she looks great. Fucking great.

And "damn!", she has an energy about her I never noticed -- where'd that come from? I never noticed that before.

Oh shit, I should probably say something. What are the right words? What needs to happen here for me to mount this Everest?

Should I tell her it's great to see her and that she looks great?

No, that's what every other guy says to her, besides, she already knows she looks good, why else would she be so happy?

No, I need to separate and detach myself from the person she remembered me as being and I need to get some vibing going, some banter, some ATTRACTION.

Here it goes..

"Mandy! ...(quizzically) did you get shorter?"

A tease. Perfect. Nice work, Jason.

She laughs, but with a different look in her eyes that I've never seen from her before...she's probably wondering why I didn't say "it's good to see you and you look great".



"Noo! I'm still the same height, Jason!"

"Are you sure? Let me see.. (I, without a thought or hesitation, take my hand and put it on top of her head, like I'm measuring how tall she is at the Doctor's office)."

She laughs again, as she playfully throws my hand off of her.

"Well it's good to see you Jason, you look good."

I think to myself, "I know I look good girl". Ha. But she's probably just testing me/fishing for a compliment of reciprocity from me, but I'm not that easily won over.

I ignore her comment and ask her, "So what have you been up

to shorty? How's life?"

We catch up for a sec. She tells me she's really gotten into artwork. I tell her she's gotta paint a portrait of me, but only if it's gonna be GREAT, like so good that 500 years from now people don't talk about the "Mona Lisa", but the "Jason Capital."

Again, she laughs and looks at me in a way I've never seen her look at me before -- it's deeper, with a gleam of desire and a hint of excitement. Hmm.

But now my friends and I are at the front of the line, we're about to walk in. I look at her, "Come find me in there," then without waiting for her reaction, turn to walk into the bar.

Three crazy-fun hours later, I walk out with Mandy, go back to my apartment and she spends the night (well, sort of, something insane happened with a good friend of mine at like 4 AM that night, which involved me going to the police station to pick him up and take him back to my place -- she came with me by the way and was adamant about coming with me, not wanting to leave my side).

And just like that, I went from being inside the friend zone with Mandy to being inside Mandy.

In one night.

How'd it happen?

Well.. before I tell you all the little, under-the-radar things that had to happen for such a big and incredibly difficult change to happen (most of which I hinted at in the story), let's do some teaching here first -- then maybe you'll be able to figure out all the things I did that night yourself.

In my not-really-humble opinion, there are 5 main solutions you need to understand and be aware of to keep yourself out of the friend zone.

And these guidelines apply across the board -- from less-attractive women to the most beautiful you've women you've ever laid eyes on.

What you'll notice is though is that the more attracted you are to the women in question, the HARDER it'll be to stick to these.

But you MUST -- remember, she has more than enough guys friends -- she WANTS a man in her life who will lead her through a roller-coaster of intoxicating, stimulating emotions. So learn these guidelines and STICK to them in the heat of battle -- give her the gift of not being like all of her other "friend zone" guys.

CHAPTER 2

The 5 Guidelines To Permanently Excluding Yourself From The Friend Zone Forever

Guideline #1 For Avoiding The Friend Zone: Know How To Say "No"

Here's a truth for you: When no one else will say "yes" to them, women go to the person they know will: their friend-zoner (who for brevity purposes, we'll just call "Friend Zone Frank" from now on).

Maybe they're annoyed with work and their friends..

..Or maybe mom doesn't want to hear them complain or release some of their stress this week so you know who they're calling?

Correct, Friend Zone Frank.

And you know who's gonna put down WHATEVER they were doing to listen to her nonsense? Friend Zone Frank.

And you definitely know what he's doing by making it so easy for her to vent to, right (especially when everyone else of value in her life was saying "no")? He's coming off as nothing but a pushover, someone who she OWNS.

Eww.

Look, she knows how ridiculous she's being with her nonsense jibber-jabber and to be perfectly blunt, she can't believe Frank is so intent on hearing it.

She might not even know it, but she's internally just WISHING for a guy to stand up and tell her to "stop being such a little girl and take care of her shit" (with a sentiment of genuine care for her, of course).

She wants that direction, guidance and logic from her man. Not a receptive, easy-to-come-by, set of ears.

What's sad is Frank thinks by being there for her in a situation like this, it's scoring him some points, making him think every little thing he can do for her is moving him one step closer to the promised land -- instead, he's moving further and further away.

And it's SUPER-important early on when you first meet a woman not to do what Frank is doing.

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.

Look, you probably know this already, but women are going to test you, early and often. And if she's smart or experienced, she'll test you a ton (because she wants to make sure you're the kind of guy deserving of her time and attention).

These tests will often come in the form of little requests, from as small as "Can you pick that pen up for me?" to something a little bigger like "Would you get me a drink?".

And the key here isn't to say "No" all the time --that'd just be weird and negative.

Instead, you say "No" to the frivolous, totally unimportant stuff (like listening to her vent about her job) and you decide, adapt and read the situation for the bigger stuff.

Don't always say "yes", don't always say "no".

If she got you a drink earlier in the night, it's OK to say "yes" this time.

If she can clearly bend down and pick up the pen for herself, then you say "no".

But of course, you don't just say a bland "no" to something like that, you say something showcasing your wit (which, by the way, you do have, we just have to develop it in you, which we'll cover in the next newsletter, I think).

So if she goes, "Hey, could you pick up that pen for me?", you could reply by saying:

* "No." with a look of "Are you fucking kidding me right now" mixed with a smirk on your face

* "Maybe." with a complete straight face, not budging in your movements or body language at all, absolutely making her say/make the next move (this is a GREAT and immediate sexual tension builder too, the straight face with the obvious underlying humor)

* by being totally ridiculous and funny, by smiling "You know, I would but I recently went on a strict 30-day "no picking-up pens" kick and we wouldn't want to break that, would we?"

NOTE: A better-looking guy would want to say something closer to the third one and not-as-good-looking guy would want to say something like the first one.

And then, and this is fucking awesome, if you're gonna say "yes", make it a challenge for her. Make it an investment for her -- give it some value in her eyes.

Like whenever I'm sitting at a dinner table and someone across the table asks me to pass the water pitcher, I look at them like they just asked me to pick them up from the airport. And then I wait for THEM to smile/laugh first and then I gladly pass the water pitcher. You see, I'm never easy.

Or the next time she asks you to buy her a drink, make it a challenge for her.

Say something like, "Maybe -- but only if.." and insert your own fun challenge right there.

Simple, simple stuff and I promise you, no guy who's a challenge for a women will ever end up in the friend zone.

Guideline #2 For Avoiding The Friend Zone: Make Sex A Part Of Your Life

Easier said than done, right?

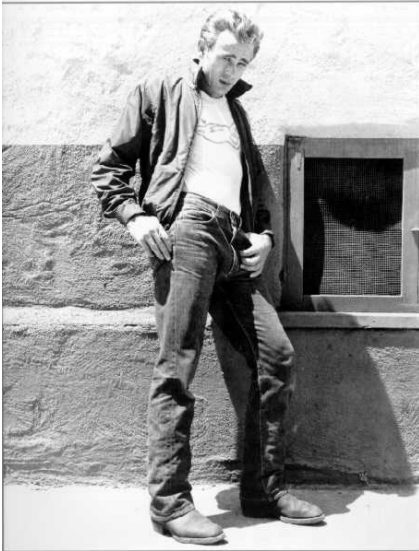
Of course every guy would like to make sex a normal and consistent part of their life (specifically with beautiful women), but you know, maybe that's not really what I'm talking about here..

You see, when I say "make sex a part of your life", I'm thinking on a much more macro level here.

- Body Lanugage
- Your choice of words

- The books you read
- The TV you watch
- The way you kiss, what your hands do when you kiss, what they DON'T do when you kiss
- Your tone of voice, the cadence with which you talk

People who emit sexuality do everything on a different wavelength than those that emit "loner-geek".



I'm talking about every piece of your life, your existence...let the sexuality just ooze out of every word you speak, every movement you make.

In your body language, make a conscious effort to take up more space around you, really own your space.

Know this: It's ok to make contact with other people.

Again, OWN your space.

Spread your legs apart like you have a Louisville Slugger in your pants.

Let your hands fall around your belt buckle -- be comfortable there (think of where James Dean put his hands when he took a picture posing up against a wall).

In your choice of words, speak sexual language (note I said SEXUAL language, not "horny" language -- you want to come off as a sexual guy, not a horny guy).

A horny guy says "I love blowjob's, blow me" to his girlfriend.

A sexual guy says, "You take me to another level when you do

that thing with your tongue.”

Also, a sexual guy is totally comfortable dropping little sexually-related words in normal, everyday conversation.

If I'm talking about something I'm passionate about, I love to say something like, "Yeah, I really just love zoning out, just me and my laptop and putting words on the page, it really does get me off.”

It's subtle, but instead of saying something like, "it's a lot of fun", I said "it gets me off". See the difference?

For books and TV, read good literature and watch shows that feature guys who are great with women.

I dig Californication on Showtime as much as any show on television for this. The show's main character, Hank Moody (David Duchovny) is a great character to study.

Look at his choice of words and his complete indifference for almost everything in his life (both make him irresistible to the slightly emotionally bagged woman :-)

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 15 lbs. of body fat and told me he now wakes up everyday “happy and comfortable”.

And in focusing on that "be sexual, not horny" sentiment, when you first get physically serious with a woman, don't rush your hands around there. Bait her into it, but let her make the first move -- that's what sexual guys do.

Now being a sexual guy WON'T make every woman feel attracted to you, but it WILL make her consider it with you and most importantly, it will absolutely keep you out the friend zone.

Most likely, it'll put you in her "Yes, I'd hit" category, or the "No, I wouldn't hit it category" -- she'd never consider you as a friend, just like you never would've considered her as a friend -- the spark will either be mutual or it won't and there won't be any of that grey, misleading, wasted time that so many guys experience as they slowly drift into friend-zone field goal range.

See how powerful that is?

Guideline #3 For Avoiding The Friend Zone: Don't Be So Eager To Please

Think of a guy you'd classify as "in the friend zone".

What's the image you see in your mind's-eye?

Most likely, it resembled something like a servant serving his Queen, waiting on her hand and foot, eager to please.

If you saw something like that, go ahead and pat yourself on the back (only once or twice though, we've still got a ways to go here).

See, most guys absolutely love to please beautiful women every opportunity they get.

They think by pleasing her, she'll be so happy with them that "of course, you we should totally have sex now!". Detect the sarcasm.

Guys who do this don't understand one of the most basic principles of female psychology -- that is, women are not only attracted to a challenge, they APPRECIATE it. It's fun, it's

exciting, it's a game. Who wouldn't to take part in that?

So the next time an opportunity arises where you would normally do something for her, slow your roll there for a second. Not so fast, you know?

Take a second, take a breath and think about it...and instead of just doing it for her, have some fun with it.

Flip it around. Ask her to do something for you first, something that's way harder than what she wanted and probably totally ridiculous.

Say you'd love to do that for her, but first, you need a favor in return from her...tell her there was this kid in 8th grade you used to bully on and you started to feel bad this morning, so if she could go ahead and locate where a "Anil Felcher" from Elmwood, IL" lives now and email them a formal apology on your behalf, you'd be glad to do her favor for her.

She'll crack up or become a little frustrated (both can be VERY good for attraction, since they're both powerful emotions) and if she's got a brain and some social practice, she'll come back with something witty, like "Don't you mean he bullied you?"

(notice how quickly this interaction turned into a fun, vibing conversation -- the kind of conversations that "spark" and "attraction" are built on)

And then you can tell her "Yeah, you caught me, but his name was Anil Felcher, so I really won overall."

Heh.

By now, she's forgotten all about what task she was about to place upon you (the kind of task that was going to steer you right towards friend zone-land) and instead, is subconsciously thinking about how much fun she's having with you.

And if for some weird reason, you're one of those really concerned people and might see yourself feeling bad for missing the chance to a favor for someone else, consider this: She's MUCH

happier to have a fun, unique, vibing conversation with an interesting guy than to ask that same guy to do something for her and for him to instantly say "Yes" and go do it for her.

Much. Fucking. Happier.

Do her a favor by NOT doing that favor for her. Get it?

Guideline 4 For Avoiding The Friend Zone: Make your intentions known early when the time's right.

Most guys who struggle with women don't really have major issues letting a woman know they're interested -- they just don't know when to do it.

But almost ALL guys who are Friend Zone regulars have issues about letting her know where your true interests lie. Like at all – its at first not even an issue of when to do it, but doing it at all.

Why?

Fear of rejection, fear of losing hope, fear of conflict and tension... the list can go on and on.

So they keep quiet on that front and hide away their intentions and you know what they're really doing here?

They're LYING to her.

It's almost humorous to think that they keep their true feelings inside so as not to "hurt her" or "ruin the friendship" (neither of which are really valid) when by hiding their true feelings, they're LYING to her.

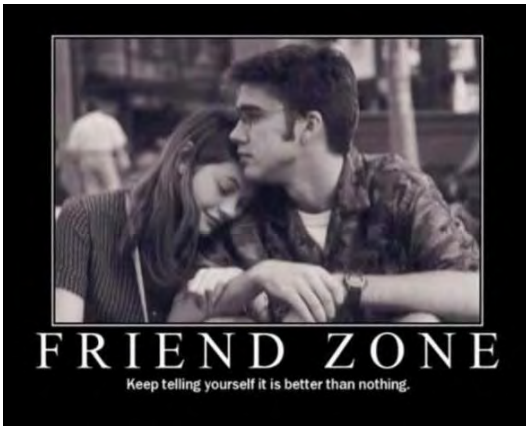
Now, I know you may not be an expert in women just yet, but tell me something:

Do you think women like it when you LIE to them?

Nah, didn't think so.

So when you continue on with these feelings of desire inside but push them all down and hide them, you begin to create this intense pain of internal friction, deep in your gut.

You desperately want to go one way, but your brain keeps pushing you the other way. And the final product of this friction is a sad, peculiar, weird version of you (ever watch Seinfeld? The



great Costanza saying comes to mind here, "A George divided cannot survive!").

You start laughing at things that aren't funny, doing things you don't enjoy and continue to stress the shit out of yourself. And for what?

Fear of a little rejection?

So ignoring how stupid this is already, here's what transpires most of the time:

This dude continues to grow the friendship with the woman as he pushes his true feelings inside, deeper and deeper, until one day, he simply cannot hold it any longer and just BURSTS.

He calls her, frantically, he has to talk to her, he's got BIG news for her, he's so excited.

Blah, blah, blah.

He drives over to her house and tells her to sit down, as his nervous energy keeps him pacing back and forth in front of the couch she sits on (as she waits in fear he doesn't do the one thing she thinks he's gonna do).

Of course, it's exactly what he does.

He confesses his love to her. Tells her he thinks about her all the time, he's loved her forever and can't pretend like they're just friends anymore.

And (this happens about 99% of the time), she sits there, totally freaked out and, not wanting to hurt his feelings, tells him some type of white lie...maybe something like, "Let's just give it a little more time. I really value our friendship and wouldn't want to lose that."

Seeing that, OMG, he may have upset her, he totally backtracks on what he just told her (and his true feelings), tells her she's right, he's sorry for the outburst, etc, etc.

Blah, blah, bleh.

They spend a couple weeks not talking. He doesn't want to upset her anymore, she thinks he's a crazy psycho.

Two weeks later, they call each other and hang out.

She sees that he's gone back to "friend zone guy" and thinks, "OK, cool, he got over it, we can be friends again."

He goes back to pushing his feelings deeper and deeper inside. More friction. More stress.

This'll go on for another 6 months until his next outburst of love and more than likely, the exact same outcome takes place again.

If this have ever been you, I understand. I've been there myself.

But You've Got To Promise Me You'll NEVER Do This Again!

And here's how to make sure of it:

When you meet a woman you're interested in, I want you to first consider this:

Should you really be interested so soon? What has she done already to prove her worthiness of your interest?

You have to understand your interest is not easily swayed.

You have to recognize the immense value you offer (especially as a guy who rolls with Jason Capital) and as always,

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.

things of high-value are not easily bought -- they take time, effort and investment.

And knowing these things, you can start to realize that, besides looking good, she's done nothing to win your interest thus far.

She Still Has To Win You Over

And understanding, living and exuding this truth is going to do wonders for the initial impression beautiful women get from you.

Think about it: How do you act with other women you're not interested in?

You should act the same way with any beautiful woman you JUST met (not as a analytical game in your head, but as a true sense of self).

So go ahead, talk to her, try to find out if she has the qualities you value in a woman (intelligence, ambition, good dishwasher, whatever it is you value).

Have fun with the conversation. Bring emotions into the interaction, don't play it so safe, don't worry so much about her liking you.

Be more concerned about your own amusement as you guys are first getting to know each other. Tease, joke, laugh. Keep it light. Keep it playful.

And if over the course of the conversation, you start to develop some intrigue in her based on what she's saying, how she's saying it and her overall presence (looks certainly included), then go ahead, start to show a little interest.

I'm not a big fan of complimenting beautiful women because they hear it all the time and don't believe any of it anymore (it's actually now translated in hot chick language as "I want to be in your pants."), but if you truly notice something about her you like -- maybe it's something she says, the way she flips her hair, the color of her nail polish, some small detail that SHOWS you are

actually interested -- then go ahead and tell her.

She'll believe it because YOU believed it.

It was true, it was congruent and it was sincere.

And all of that is hot.

The key is that, as the guy, you should be the one leading the interaction, you should be the one amping up the interest.

You're The Gas Pedal, She's The Brake.

But shown interest is like an ever-growing tennis match.

You're playing with each other. You both start off close to the net, volleying, testing each other out.

You take the first step, moving back from the net a little bit.

She returns the shot, as she takes a small step too.

That's her showing her interest too. And NOW that you've gotten equal interest from her, you can take it up a little bit, taking another step too as you move towards ground strokes instead of volleys. And then when she does the same, you can kick it up even more.

Make sense?

You should be the first one to show interest, but don't keep elevating yours until she's shown her interest too (in a range at least somewhat equal to your yours).

If you decide to ignore this and just want to keep amping up your evident interest even without her showing anything back, be my guest. You know what that's called?

Creepiness.

Or obnoxious.

You can pick.

Guideline #5 For Avoiding The Friend Zone: Touch

Touch...

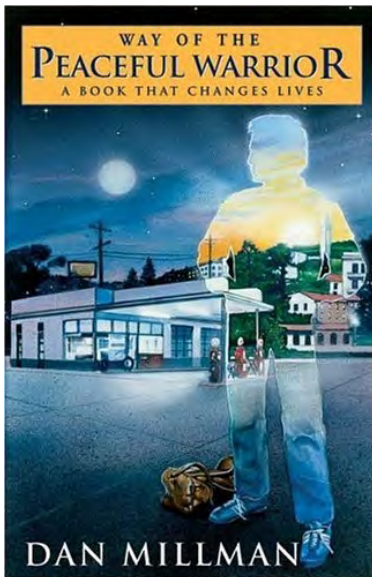
...this should be so damn simple, right?

We're human beings, we all like to be touched -- it shows bonding, comfort, acceptance and most of all, trust.

But for dudes in the friend zone, touching and physical contact is the scariest thing in the world.

And it's a direct reflection of that internal friction we were talking about before, because their insides are just burning at them, telling them to jump this girls bones, but their brains are telling them not to.

And being in control of the physical when your mental and emotional are so fucked up is damn near impossible.



So instead, they never make physical contact, they avoid it at all costs (at least any type of touch that could be classified as "sexual").

Just Like A Good "Friend" Should, Right?

Blah. Blah. Blah.

Instead, when you first meet a woman, as you guys begin to talk and converse, touch and physical contact should be a normal piece of the interaction.

Know this: If you're NOT all in your head about it, physical contact will just happen naturally and effortlessly within the conversation.

And the best way I've found to get out of your head with it is to do the obvious: FOCUS ON THE PRESENT.

Let go of the outcome, let go of the daydreams, let go of the running dialogues flowing through your head and instead, be there and FOCUS ON THE PRESENT. Be in the moment.

There's a great quote from one of my favorite books, "The Way of The Peaceful Warrior", where Socrates (the teacher in it) says something like, "When you're in the present, all your thoughts dissolve away in the moment."

Imagine how powerful that would be for you.

And please keep in mind one thing about physical contact -- it's very much like a ladder, with sex at the top of it and it takes all the steps along the ladder to work your way there.

That first step is something small, like a playful hit on the arm or a fist pound.

The next one is a step up, a hand on the lower back as you direct her across the room or a low-five where your hands clasp onto each other a little bit longer than normal.

Next would be maybe touching on the face, or brushing her hair off her forehead before you kiss.

And so on and so forth.

Don't skip steps. Seriously, don't -- trust Jason here.

And let physical contact become a normal part of your life. It will keep you out of the friend zone forever.

CHAPTER 3

Bonus Guideline For Avoiding The Friend-Zone: Put 2 or 3 Women in Your Friend Zone

Ahh -- I love positioning.

I probably say it 5 times a day to everyone I know, but "it's all about positioning"...how you position yourself, where you position others and what comes from you deciding the positions and status of all that around you.

We've spent the majority of this issue talking about how to avoid a women's friend zone and if you apply and make all FIVE of those guidelines above REAL parts of your lifestyle, you will permanently avoid the friend zone. Period.

But I'm a unique breed -- I'm never satisfied, I like to push things further, beyond the limits we let our minds set for ourselves.

So don't just be happy with never being the guy all women seriously consider for a meaningful, physical, emotional relationship.

Take it a step further -- put a couple women in your OWN friend zone.

Here's 5 Reasons Why:

Reason #1: Putting women in your own friend zone puts you in a position of power, a position of control. Shallow as it may be, it's undoubtedly a good, warm, fuzzy feeling to be validated all over.

Reason #2: Having women-friends who you don't date will teach

you a TON about the female mind. They'll confide in you... You get secret access to the vault most guys never get.

Reason #3: When you go out with these "friend zone women", you've got GREAT wing-women at your side. And wing-women are the shit (because remember, as women in your friend zone, they're gonna do what they can to please you, like go meet women for you). Not gonna lie, sorta evil :-)

Reason #4: It'll give you perspective on how women feel when they put guys in the friend zone and having this highly-valuable understanding will do some incredible things for your mindset.

Plus, now when you talk to a beautiful woman, you guys can both talk and joke about all the people who are so satisfied with being your friend-zoners (this is a very fun conversation (note: fun is good) and it shows you're the kind of guy a lot of women want and can't have -- the ultimate challenge for ANY woman).

Reason #5: You'll be adding 2 or 3 really awesome women to your life, and although nothing physical may never come from it, you're the kind of guy who likes awesomeness in your life (how do I know? 'Cause you're reading my manual here...obvi!).

So tell me....remember Mandy?

Ahh, yes – our former friend zone-placing, stereotypical hot chick.

So before, I told you I would tell you all the little details that had to happen that night for this to go down, but first, you need to give this a shot.

I want you to tell me, with all of your deep, wide-reaching knowledge on the friend zone now, all the things that you can see that I did to turn things around that night.

Write them here:

—

—

—

—

—

Got it? Good.

Let's see how well you did..

The first important thing that happened came before I even said anything, when I slowly turned around.

You see, someone who quickly, jerkily turns around is a nervous person who often is more concerned with who else is there and what else is going on than who he/she is with.

You need to pound it in your head that what you're doing is GREAT, always, and that whatever it is, it's better than what else anyone else is doing.

So when someone taps you on the shoulder, they're taking you away from your GREAT shit, and when you have to go somewhere you're not that exciting about going to, you do it slowly. Get it?

And it's great for women, because when you're not incredibly excited to join in anything with them, you're slowly becoming a challenge, someone they have to win over...this is good fucking stuff.

So when Mandy tapped me on the shoulder, it was more of a "Ughh, what now?" than a "OMG, someone wants to talk to me!

Yay!”.

So I turned slowly there and I almost always turn slowly now.

Next, instead of saying what most guys would have said, which I referred to before, I said something completely unexpected.

Remember, unpredictability is good.

And more importantly, it wasn't just different, it was challenging and FUN.

You may have heard of some really well-known dating guru who tells guys to be “C/F” and while it's solid advice, I much rather prefer my own “C/F” formula – Challenging and Fun.

So me telling her she got shorter is both challenging and fun... this is first-class flirting here, in case you couldn't tell.

And then when she replied “No, I'm still the same height Jason,” most guys would have relented and retreated, but not a Jason Capital- guy. You have to stick to your guns, your teases, your ideas even when she tries to steer it back to normalcy.

So I went right on with the short thing, mainly because I thought it was really funny (sidenote: you could do this with any girl, of any height and it'd be a ton of fun for both of you) and told her, “Are you sure?”, which is hilarious because of course she's sure – I think your typical, self-conscious hot girl would have realized it if she was shrinking, but whether she knew it or now is, of course, not the point.

The point was when she tried to steer it back to normalcy, I said “Fuck that,”, we're gonna keep having fun. None of that “normal” convos we used to have when I was FZ-ed.

Then, when I put my hand on her head, this was powerful for a lot of reasons.

One, normal guy/girl friends don't touch each other like that. But you know who does?

Gay guys and girls.

You know who else does?

Straight guys and the girls they're going to date or hook-up with.

So you're already assuming and acting as if you were a couple of some sort.

Second, it shows you're incredibly comfortable in your own skin, that you can just have fun, kid around, touch her here, touch her there – it's very sexual in its comfort. And when you so comfortable with things like touching, it's contagious – she'll do the same.

And by the way, touching is sort of a good thing.

Then, when she complimented me, notice that I ignored it.

Now I don't want you to think that ignoring things a girl says is a good thing, but I do want you to know that you don't have to respond to every little thing she says to you.

If it's something you don't want to talk about or don't see as a good thing to talk about, then you can absolutely ignore it...watch how beautiful women do this.

If a guy says something to them they don't like, they'll simply ignore it.

And you, of course, have the exact same right to do the same.

Now the reason I ignored the compliment was two-fold:

1. What was I really going to say? "Thanks, I've been exfoliating a lot lately.."? Nah...
2. People who happily accept compliments can come off as validation-seekers, just looking for approval from anyone and anything.

This is NOT a good quality to have, for women or for anywhere in life.

By ignoring the compliment, she gets the vibe that I don't care about validation or approval from others – sure, I appreciate that she's being nice, but I could really care less if she thinks I look good or not -- all of MY approval and security comes from INSIDE...it's my own approval that I care about, not anyone else's.

And that's true strength right there. It's also highly-attractive to women.

Then, and this is super-significant, when we're about to go into the club, I let her know I DO want her, but I can take it or leave it...I'm cool with either way. And it happens in about 1.2 seconds, from "0-Sex" just like that.

How'd I do it?

When I simply and calmly told her, "Come find me inside," and then turned and walked in, without waiting for a reaction from her.

Look, I know a lot of materials out there might tell you NOT to let a girl know you're interested, but again, it's not genuine, it's not real, it's backwards.

If you're interested in a girl, you should let her know. You just have to know how.

You CAN'T tell her you want her and need her and will do anything to get her back to your place tonight.

You just need to let her know you're interested and it'd be great if things moved in that direction, but if they don't, you're cool either way.

And you do it by confusing the communication.

You tell her you want her, but your body says otherwise.

Or you don't tell her you want her, but you use your body to tell her you do want her (we're gonna be covering body-language and learning true mastery of REAL attractive body language really soon, maybe in the next newsletter).

The key is that you don't have to verbally say "you want her, but you can take it or leave it", you just let your words or body say "you want her" and then you let the other one say "but I can take it or leave it".

Now this should just happen naturally when you become a guy who lives in a world of sexual abundance and is never attached to the outcome...you won't even think about it, it'll just happen.

And to her, it's the BEST thing in the world. You're not like all the other guys who want her so fucking bad and tell her about it and put all kinds of mindless pressure on her.

You're WAY cooler about it.

And she does want you to let her know you want her. You're the guy, she's the girl. You're the gas pedal, she's the brake.

So when I told her, "Come find me inside," that was me telling her I'm interested.

Simple, direct and totally cool.

And then, instead of waiting for her reaction (because remember, her approval (or anyone else's for the most part) mean little to me), I simply and slowly turn around and walk off into the club.

And that's how she gets the message that while, yes, I am interested, I can take it or leave it.

I live in a world of abundance, I'm comfortable either way and now, I've even become more of a challenge.

All. Good. Things.

And that's how you get out of the Friend Zone in just a night.

By the way, once we got inside the club, it was easy from there.

She did find me, we got a drink, talked about our passions, kept it fun and light, danced some, met other people and left the

club when I told her, “Let’s go for a walk outside,” and then simply grabbed her hand and walked towards the doors into the misty, spring Michigan night and out of the constricting, crippling Friend Zone forever.

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 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