

S E C R E T S O F  
SEDUCTION

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A Free booklet by the authors of the best-selling book,  
**HOW TO SUCCEED WITH WOMEN**  
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S E C R E T S O F  
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# THE EIGHT DATING MYTHS

Let's face it, dating sucks. It sucks to be rejected by hot and busty babes, and it sucks to be alone. It sucks to be so nervous around a woman that you babble incoherently and it is even worse to act like a stud and have her slap you in front of your buddies. To make matters worse, masturbation can get awfully unsatisfying after a while, even with the best porn flick or sex toy. So what is the solution? Get out date, deal with the inevitable rejections, have fun, and learn about the machinery in your own head that leads to trouble and failure with women.

When it comes to dating, most men are intimidated by myths, misconceptions, and their denial of their power as men. But understanding the myths and the solutions will leave you free to flirt with and date women, and more importantly to create the sex life you have always wanted. We've listed a few dating myths below that will begin to shed light on your most common dating troubles. So wake up, smell the coffee, pay attention, and you just may learn something. Because even if you act like a know-it-all, we know the truth: *You don't*. You have bought into some of these myths and they have caused you trouble somewhere.

## MYTH #1 YOU HAVE TO BE A ROCK STAR, MILLIONAIRE, OR ATHLETE TO GET HOT DATES.

Guys love to believe that they don't have what it takes to get laid. And most men use their lack of success as an excuse for not dating and pursuing the women they really want. These men blame the system, society, social issues, and economic realities for their lack of sex—anyone but the man in the mirror. While being in a position of power or being a rock star will obviously get you a large pool of women to draw from, you too can get hot sex if you heed our advice.

Here is the good news and the bad news. The good news: There are hot and sexy women available to you *tonight*. Most women are looking for a man like you—a normal guy with normal desires and a normal job. The bad news: They want you to work to get them. Dating means flirting with women and initiating conversations with women.

But you do have what it takes to get women once you understand what the game is. Once again it comes down to pursuing women. Just doing it. Here is the secret: Many models complain that they cannot get a date. Many claim that men are too scared to approach them because of their beauty. Be in the small cadre of studs that flirts with the women they are attracted to and you'll be miles ahead of the pack.

## MYTH #2 JUST BE NICE AND SENSITIVE ENOUGH AND YOU'LL GET A WOMAN.

This is another horrible myth promoted by what we like to call "SNAGS" (Sensitive New Age Guys). The belief that being nice will get you laid is one of the worst ideas promoted over the past 20 years. Women want to be *seduced* and *romanced*. Do you really think they are looking for "nice" guys?

Most men think they if they like a woman, and she says that you are “sweet,” “interesting,” or “a wonderful friend,” that you are moving the relationship towards romance and sex. This is dead wrong. Women will either put you into the category of “friend” or “lover,” but not both. When you are “nice” only a woman will likely put you into the category of friend, but not lover. If you don’t believe this, just look around at all the jerks who have sex with hot women. Women certainly are not having sex with these guys because they are intellectually stimulating. No, these women are hot and heavy because these men are exciting, romantic, fun, and even a bit dangerous.

The solution? Don’t give up being interesting and nice (that too would be a fatal error), just bring out other parts of your personality. Bring out the romantic and let that guide you into sweeping a woman off her feet. Put yourself in her position and figure out what would turn her on and excite her. If you find yourself spending time discussing “fascinating” topics, but not romantic ones, change the subject back to her beauty. Memorize poetry and whisper passages into her ear.

### MYTH # 3 BE A WOMAN’S THERAPIST AND YOU’LL GET SEX

Along the same lines as being a nice guy, we’ve seen this myth played out time and time again by desperate fools trying to score. The ploy usually works this way: A horny guy is a friend with a woman he wants to date. He thinks that if she opens up to him emotionally then it will likely lead to sex. He thinks that if he can solve her emotional problems she will want to date him. But, to his surprise, things pan out differently. Suddenly she starts to discuss every problem in her life with him. The guy thinks this is good and listens more and more and more to her complaints. In fact, he thinks that the more he listens to her, the better the chances are of her going to bed with him. She starts crying on his shoulder more frequently and he starts taking her out for ice cream, expensive dinners, and even loan her money when she becomes too depressed to work. Now it turns ugly. She begins telling him about her problems with other men. Our novice therapist stays in the role of advice-giver. Eventually she starts dating the jerks and coming to him for advice.

Never be a therapist to a woman. The most important thing in dealing with a woman is to make your romantic interests known right away so she thinks of you as a potential lover, not a friend. When you are become a confidant to a woman she begins to associate you with her negative emotions and negative experiences, putting you further out of the running for being her lover. If you are in this position with any woman right now, stop being the therapist today. You are wasting your time and avoiding being out in the world pursuing other women. Get out now while you still have a chance.

### MYTH #4 THERE ARE A LIMITED NUMBER OF AVAILABLE WOMEN.

This is the type of myth promoted by whiners. They search for lame reasons why they can’t meet women when in fact, there is no evidence anywhere to back up their claim. Does the high percentage of divorce and affairs justify this myth? No. Does the high number of singles (82

million in the United States) prove that this is indeed a fact? No. Does the large number of personals ads reflect this to be true? No. That is why it is called a myth and simply unfounded. Enough said.

### MYTH #5 YOU'RE NOT ATTRACTIVE ENOUGH TO GET WOMEN.

In their quieter moments, many men believe that there is something fundamentally wrong with them. They truly think some part of them is indelibly flawed and women will reject them for it. To this we say: YOU ARE WRONG! After studying this topic exhaustively, we have noticed that neither the size of a man's belly or even the size of his IQ has any bearing on his ability to get women. We've seen fat men with models, short men with sexy 21 year olds, and guys so ugly that they looked like they were beaten with a bag of quarters, cuddling with hot and sexy babes. We recently spotted an obese 45-year old guy flirting with every hot woman in a crowded bar. They stared into his eyes, fascinated and turned on by his confidence and wit. He made no apologies for his size or ugliness and several women went for it.

You can be a nerd with a pen protector and get tons of sex if you have the necessary confidence. No matter what you look like women will want you if you demonstrate confidence.

### MYTH #6 GETTING WOMEN IS TOO TIME CONSUMING OR DIFFICULT.

Guys complain to us all the time that getting women is as complex as brain surgery. But it need not be. There are simple skills you can learn and actions you can take today that will have you meeting women like never before.

For instance, the easiest places to meet women are in bookstores, coffee shops, health clubs, and in restaurants. The trick is to go to these places at the same time on a regular basis and then make friends with the regulars. Another trick is to list out organizations or groups you are part of in which there are women participants and then go to at least two evening meeting per week. If you want to stay home then you must play with personals ads the Internet.

Remember, learning any new skill takes time. But once you understand how and where to meet women, it will take less and less. After that it is all maintenance. We've had students who worked two full time jobs at once and still have time to date women.

### MYTH 7 WOMEN KNOW WHAT THEY WANT, AND THEY WILL TELL YOU.

Have you ever noticed that women will talk about the kind of man that they want, and end up with someone completely different? It happens all of the time. What women say they want and what they actually respond to are often totally different. Women can't tell you what they want in a man, they can only tell you what they think they want in a man. There is a big difference.

The bottom line is that women love men who are generative and creative. If they have to tell you how to get them, what to be like, and how to behave every step of the way, they aren't going to be turned on by you. They also aren't attracted to supplicants, begging for the easy keys to melt their heart. It's your independent nature that gets them going, not your dependency on being told how to act.

Besides, some of men's traits that women complain about most have in them the seeds of what women find most attractive about men. In the film *The Full Monty*, for example, a bunch of out-of-work male steelworkers decide that they will make money by putting on a strip show for all the local women. The plan has trouble written all over it—none of these guys are particularly great-looking. But it speaks to a trait that women find both aggravating and attractive: Men are troublemakers. We take on silly projects, push them to their limits, and even sometimes make them work. This quality is part of the creativity that women desire so much in men. So if you count on women to tell you what they want and how to behave in order to get them, you short-circuit this wild nature that women love so much. Don't fall into that trap.

## MYTH #8 DATING IS SUPPOSED TO BE FAIR

This one myth gets men in more trouble than almost any of the others. If you are a man who whines about how dating isn't fair, you must stop that right now. We hear it all the time: "Why can't a woman ask me out, for once?" "If women really believed in equality, they'd kiss me first!" "I'm tired of doing all the pursuit with women. It's their turn now." Blah, blah, blah. If it makes you feel better, you are right: It is unfair that you have to do all the pursuing, and that you have to take all the emotional risks by making all the "first moves."

We've even known men who've confronted women about their not pursuing men. One man made it a habit of confronting women who didn't do "their fair share" of the pursuing. He'd tell them in no uncertain terms that, if they wanted to date him, they'd have to do at least half of the initiating, the pursuit, and the emotional risk-taking. "It's the age of equality," he would explain to them. "You get equal rights, so now take equal responsibilities!" As you can probably guess, he didn't have many second dates.

The solution? Get over it. If you don't have the sex life you want, it's your responsibility to get it. It is not women's responsibility to take care of you and to make sure you have what you want in relationships. Expecting them to do so is just immature.

Use these myths to propel your own seductive desires into full gear. These techniques have been time tested and have produced wonderful results from men worldwide. So stay aware of the myths and you'll be able to create the abundant sex life you're always wanted.

**You can find out more about dating myths in Louis and Copeland's best-selling book "How to Succeed with Women" (Prentice Hall Press, 1998). Find out more at <http://www.howtosucceedwithwomen.com/book/body.shtml>**

# THE FIVE LEVELS OF SEDUCERS

**Excerpted from the tape series “The Mastery Program: Your Step-by-Step Course in Meeting, Flirting with, Dating and Seducing the Women of Your Dreams.”**

**W**e’ve discovered that there are five levels of seducers. It’s important to know which level you are operating from, so you can assess yourself and move forward. Many men think they are operating at a higher level than they are. Once you can be honest about where you operate from, you can begin to make changes.

## LEVEL 1: THE “HOPER.”

This man does nothing, and lives in hope that someday he’ll meet a woman who will want him. He’s been so demoralized by his interaction with women that he can do nothing but wait helplessly. Most of the time this man ends up alone.

## LEVEL 2: THE “OCCASIONAL TRYER.”

This man tries something to meet women every few weeks or months, but gets easily demoralized and gives up, only to try again a few weeks or a few months later. Given infinite time, this approach would work. Given one lifetime, it’s totally relying on luck, and the odds are against you.

## LEVEL 3A: THE “STUDIER.”

This man studies seduction, reads all the books, and perhaps argues about it on-line, or with dating coaches, but he never is actually able to get himself to take action. His need to get it right, and to have his interactions with women work perfectly the first time he tries them, leads him to continuously study to perfect his technique while never taking action or risking rejection or failure with a real-world woman. His need to study until he can do it “perfectly” stops this man in his tracks.

## LEVEL 3B: THE “QUICK FIXER.”

This man is looking for a quick fix to his dating problems. He’s taken in by anything that offers him irresistible attraction to women with no real work involved. He empties his wallet on pheromone-scented cologne, subliminal seduction tapes, or techniques which promise to teach him how to bamboozle women and make them into sex slaves in five minutes or less. He often lives in some past glory of the time his quick-fix approach to seduction actually worked. He



keeps on the lookout for the next quick fix that will at last make him effortlessly irresistible to the women of his dreams.

The Level 3 Seducer also sees success and failure in a very black-and-white way: either he got sex, *tonight*, or he was a total failure. He's unable to celebrate the successes he has which move him on his way to becoming a successful seducer; he's not willing to feel good about moving a seduction forward in small steps. He's not able to feel good about his "failures," or to receive the learning that he could get from seductions that don't end in sex. His need to find a quick fix leaves him unwilling to do the long-term work it takes to become a successful seducer.

#### LEVEL 4: THE MAN WHO WORKS THE FUNDAMENTALS.

The Level 4 Seducer understands something that levels 1 through 3 don't: He understands that the "war" in dating is not with women, with bad luck, or with the world. He understands that the "war" is in his head, with himself.

This means that the Level 4 Seducer understands that the world doesn't need to change. If he wants his world to be different, he needs to change. He understands that, when it comes to dating, there is no "quick fix," and that studying until you get it "right" before talking to women will always leave him in the cold, alone.

The Level 4 Seducer understands that successfully seducing women is like any other long-term project. He understands that, at first, he will have to put a lot of energy into it, and settle for small results until he gets better at it. He knows that at the beginning of learning any new skill there is a lot of work, and that the returns at first are small. He understands that returns get larger only as his skill level increases, and understands that will only happen with practice.

The Level 4 Seducer understands the Fundamentals of Seduction, and practices the fundamentals on a daily basis. He knows that only by mastering the fundamentals can he become a more effortless and effective seducer.

He's willing to do the work to get the results. His motto might be, "I understand that if my world is to change, I must change. Just tell me what the work is to do, and I'll do it." He does the work, takes responsibility for all of it, doesn't expect women to generate anything, and gets the results.

#### LEVEL 5: THE "MAN'S MAN."

The Level 5 Seducer has integrated the fundamentals of seduction into his life so thoroughly that he no longer has to think about them: they are part of who he is as a man, and he has the relationships he wants with women, and the sex life he wants.

The Level 5 Seducer creates the life he wants on every level, either by generalizing the fundamentals of seduction to other areas of his life, or by discovering other fundamentals that he can master to give him the results he's after. The Level 5 makes his life work for him, and lives life on his own terms. The Level 5 Seducer has a life and an affect that makes women want to be around him. His life generates many opportunities to interact with women, and he's so good at seducing that women actually pursue him.

**YOU CANNOT BE A LEVEL 5 SEDUCER WITHOUT MASTERING BEING A LEVEL 4 SEDUCER FIRST!**

If you think you can be a Level 5 without mastering the fundamentals as a Level 4, you are actually a Level 3, looking for a quick fix.

**Find out more about “The Mastery Program” at <http://www.howtosucceedwithwomen.com>**

# THE FLIRTING MOVES THAT GET YOU OUT OF THE “LOWLY FRIEND” CATEGORY AND INTO THE “POTENTIAL LOVER” CATEGORY

**F**lirting moves are not hard to do: it's not physically difficult to wink, or to look into a woman's eyes. But flirting moves can be challenging if you are not used to doing them.

The successful “level 4” or “level 5” seducer shows his romantic interest right away through his flirting. You must learn to do this, too, or women will see you as a friend.

These are just the basic moves. Conversational flirting—which is another realm of flirting entirely—is covered in the tape series, “The Mastery Program.”

## 1) LOOK INTO HER EYES “TOO LONG”

This is simply holding eye contact a little bit longer than you normally would. While you are conversing with her, you want to be sure to have eye contact at least some of the time. At least once it's a good idea to hold the eye contact a little “too long,” just a fraction too long, so there's a brief, more intimate moment between you.

## 2) MAKE DECISIONS EASILY

It's important to make sure that you make decisions easily. Remember your outcome: romantic feelings, and moving the seduction along. This means that making a decision quickly is more important than choosing the perfect type of coffee, or taking the time to really think about whether you want cherry Danish or a plain one. By making decisions quickly, you show her that you are a decisive man who she won't have to take care of.

## 3) WINK AT HER

You can wink at someone from across the room, or wink at someone during a conversation. If she says something funny, or someone else does something silly, you can give a wink as a way of sharing a little moment for just the two of you, as if the two of you are in on some private joke no one else is aware of.

## 4) CHECK OUT HER BODY

Checking out her body must be done properly. The goal is for your new friend to feel complimented that you noticed her body, not objectified like some piece of meat. You do this by making eye contact, then quickly, in less than a second, passing your eyes down and then up over

her body, then back to looking in the eyes. It should happen quickly, and you should be unashamed of taking a glance. Just don't do it too often—two times during a coffee date, for instance, is plenty.

## 5) KEEP YOUR BODY POWERFUL

Women want to be with men who are engaged in their lives. You'll appear even more engaged if you sit, stand and move like you are both fascinated and fascinating. As a bonus, moving as if you are totally engaged with and turned on by life will perk you up and give you more energy for the interaction.

## 6) COMPLIMENT HER

You want to cultivate complimenting her as a potential lover, not as a tepid friend. Let's talk briefly about the difference: A man who is destined to be a woman's friend compliments her by saying something like, "you have a very nice briefcase." The compliment doesn't show that he is interested in her romantically, or that he notices anything romantic about her. Put another way, it's a compliment another woman might give to her. If you give a woman a compliment that another woman might give her, you might as well *be* another woman, striking up a casual friendship.

You want to make it clear that you are a man who is noticing her as a woman, rather than an amorphous blob of undefined protoplasm who might as well be another woman talking to her. A man who is committed to being seen as a potential lover gives compliments that show that he notices her as a woman. Rather than saying, "You have a nice briefcase" he'll say something like "You have beautiful eyes," or "Your smile is so beautiful, it lights up the room."

At first it may be uncomfortable for you to compliment her, that is okay—keep going, keep taking the risk, and up the passion in your compliments. Yes, you are risking rejection, but that's good! Remember the rejection process, and remember to celebrate your victories!

## 7) WHISPER TO HER/LEAN INTO HER SPACE

Whispering to her doesn't mean you have to get all the way up to her ear...it may be too early in your interaction with her to get that close. But you *can* lean into her space, and lower the volume of your voice, to share something with her

**Find out more about flirting with women at <http://www.howtosucceedwithwomen.com>**

# WHERE CAN I GO TO FIND SINGLE WOMEN?

## The Importance of Niches, From the How to Succeed with Women newsletter

**W**hen we coach guys, we concentrate on three things: First, throughput—that is, getting a lot of women through your system, in front of you, and somewhere on your personal seduction spectrum. Second, we focus on technology—that is, knowing what to say and what to do when those women are in front of you. Third, we focus on the internal blocks and resistance that makes it hard to implement the first two parts of the program.

“Where do I meet women?” is a question of throughput. If you aren’t coming into contact with lots of women on a regular basis, you aren’t going to be able to practice your seduction skills, and won’t get women.

It’s hard to generate a romantic contact out of an interaction you create by going up to a woman on the street. It’s possible, but it’s hard. To make life easier, you need to find niches. A niche is a place that you have found that pretty reliably puts eligible, attractive women in front of you. A skilled fisherman, for instance, doesn’t just throw his line in anywhere in a lake—he knows where the best fishing holes are, and that’s where he goes. If one fishing hole isn’t working, he has another and another to try. He’s also always on the lookout for new fishing holes, too. He wants his life to be easy—he’ll find the places where the fish he wants tend to bite, and that’s where he’ll spend his time.

You must find your own personal fishing holes, your own **niches** for meeting women. A niche is an event you can go to that ideally does three things:

1. Puts women in front of you. If the yoga class for instance doesn’t have any women in it, or any women you’d be attracted to, it’s not a niche for you. You want the yoga class, if there is one, that has at least a few hot women in leotards.
2. Gives you an excuse to interact with these women. A dance concert is probably not a very good niche, because it doesn’t practically force interaction between the people there—you can go to the concert and not interact with any women, and they probably aren’t expecting to be approached and spoken to. A dance **class** however, could be a niche—the other students will have to interact with you during various exercises, and it wouldn’t be unexpected if you were to talk with them.
3. It’s an entry point into a community that includes women. The ideal niche is not just a “one-off”—it’s a way to get involved with a group of people. The yoga class, for instance (and we are not recommending yoga classes above anything else, it’s just an example), could lead to getting involved in the yoga community, going to pot-lucks, and meeting fit, open-minded women. Going to a personal growth training could be an intro into other group activities, where you get to meet and interact with women. New age stuff can be a niche, were you

meet open-minded new-age girls, and get involved in a community of people. A church may be such a niche for you, that gets you into a community. Going dancing at '80s night at the local bar is not a niche the first time you do it, but it may become one if you become a “regular” and get to know the crowd there. Ditto for coffee shops or bookstores. Once you are a regular, and the women who go there regularly have seen you again and again, you become safer, in their minds, and it's less strange when you approach them.

So what are some examples of niches? That will vary from man to man, and area to area. We've posted a list of about a hundred possible niches for you to explore at <http://www.howtosucceedwithwomen.com/learn/08/body.shtml>

To find your niches, you'll need to make a habit of getting whatever weekly paper in your area has a social calendar, and looking it over for events you could go to that meet at least two of the three criteria for a niche. Then put several of them into your date book. When the time comes, GET OFF THE COUCH and go to them. It may feel awkward the first few times you go to a new possible-niche—after all, these people may know each other, and you may spend some time just drifting, or feeling a bit left out. Just know that this is normal, say hi to people (especially women!) and make what conversation you can. Be patient, have some faith—it takes time for everyone to feel like they fit in when they explore a new community.

Go for it! Find your niches, find your “fishing holes,” and meet women!

**The “How to Succeed with Women” newsletter is FREE and is published three times a month. You can sign up for it at <http://www.howtosucceedwithwomen.com>**

# “WHY NOT” PROBLEMS

From the *How to Succeed with Women* newsletter

DEAR RON & DAVID,

*Here's my problem. I was traveling in [city] a couple of weeks ago, and I met this really cute girl and we really hit it off, making out almost to the point of having sex the night before I left. She said that she had a thing going with another guy, but that we was openly non-monogamous, that she never had been monogamous, and that she was really interested in “exploring our connection.” We talked on the phone after I left, and she said things like she couldn't wait to have sex with me. Thinking that all was going great, and genuinely liking this girl a LOT, I decided to book a flight out to see her again this coming weekend (a guy friend was going anyway, so I'm just tagging along with him). She said she was very excited about seeing me.*

*Things were great until last night, when she called and said, “I have to tell you something. I've been talking with the guy I'm dating about this, and I just don't feel in my heart that I can start another sexual relationship right now. There's just too much possibility for hurt feelings.” But she went on to say that she was profoundly attracted to me, wanted to spend the weekend with me, and even wanted me to sleep with her in her bed. She also said stuff like “I'm very open to whatever might happen.” I was really bummed out, but I didn't say much on the call, so I know I didn't burn any bridges with her...on the other hand, I don't want to go out there and waste my time with her. What should I do?*

—BAFFLED

DEAR BAFFLED,

It sounds like she is having a “why not” problem. A “why not” problem is a woman often has right before she has sex with you. She is getting close with you, it's looking like she is going to get sexual with you, and it scares her. She starts looking around in her mind, asking herself, “This guy seems pretty cool. Why shouldn't I have sex with him?” Then she answers her own question: Things are moving too fast. It could complicate her life. You might leave her, like everybody else. Perhaps you should just be friends instead. There's some other guy she's interested in, and she doesn't want to feel like a slut if she has sex with you. Whatever.

The key to understanding “why not” problems is understanding that, most of the time, the woman just needs to *say* whatever is scaring her, whatever is on her mind. She needs to know that if she has a problem, you'll listen to her about it. She needs to *speak* her concern, not necessarily *live* it.

The worst thing you can do in the face of a “why not” problem is to argue about it. If it is a “why not” problem, she just needed to speak it; by arguing about it or getting really upset, all you do is make the problem more real to her. This means not asking her, “But why?” This

means not telling her you are angry: “You bitch, you couldn’t have told me this before I bought my ticket!” And it means not pointing out her logical inconsistencies: “Hey, you said you were non-monogamous, what happened?” or “You said you wanted to see how things would unfold, why are you taking control and commanding that we not be sexual?” All of these approaches will only make the “why not” problem more real in her mind.

In your case, it is likely that she needed to say what was on her mind—that it was upsetting her life (or, more likely, this other guy) to think about being sexual with you, and she felt better telling herself (and you) that sex wasn’t an option. Once you are in front of her, however, the chances are good that she will “feel in her heart” that being sexual is the right idea, and everything will be fine. Once again, she just needed to state her problem.

Your task is to *get* her communication, and to keep seducing her. If she really doesn’t want to be sexual with you, you’ll find out once she is in front of you, and you try to kiss her (it goes without saying that you would *never* force her in any way).

But what if she is serious, and really isn’t going to have sex with you? What should you do?

It’s critical that you be willing to walk away from this woman...if she’s your “one and only hope” for sex in your life, you may want to consider not going on the trip. You must keep reminding yourself that dating is a numbers game, and be willing to walk away from her. When you get together with her, continue the seduction. If the energy is there to kiss her, then kiss her. If she isn’t into it, and gives you a lot of static about wanting to hang out and not be sexual, get away from her. We can see that it’s possible that you’ll hang out with her an hour or two the first day, and if it’s sexually frustrating, you’ll leave. Then perhaps see her for an hour or so the next day, to see if she’s changed her mind in your absence. If she hasn’t, get away from her again.

You must also decide what your demeanor is going to be like with her. It actually can be empowering to go into an experience like this, if you are clear in your own mind that you are willing to walk and that you aren’t going to hang around in a constant state of desire with this woman. If she really won’t be sexual, you can keep a good humor and say, “Wow, that’s too bad, but I know it would be disrespectful to myself to hang around with you as a friend, being as attracted to you as I am. I guess I’ll have to leave.” Then go. Your attitude should be that it’s too bad that it didn’t work out, not that you are angry or upset.

If this is going to work, you absolutely must be able to get away from her. You must have a car or the ability to take a cab. The last thing you want is to be stuck at her house late at night with her wanting to sleep with you but not be sexual. You must be *able* to get away.

You must also have a back-up plan. You *must* have somewhere else to stay. You must have other people to hang out with. Call any friends you have in that city and let them know you are coming, and that you might be free all weekend. If you’re going to be a “level 5 Man’s Man,” you must be able to make life work for you, no matter how things go with this girl. This means you are ready to have a good time if she has sex with you all weekend and you are ready to have a good time if you ditch her after an hour and never talk to her again as long as you live. If you don’t have a back-up plan for making this trip fun, even without her, you shouldn’t go. You must be willing to walk away from her, physically able to get away from her, and full of ideas of other fun things to do if things with her don’t work out.



Having said that, there is a good chance it's just a "why not" problem, and things will be okay. Take our advice, and if you decide to go, we hope it goes great for you!

**Ron and David answer seduction emails in the "How to Succeed with Women" newsletter. Sign up (and submit your questions) at <http://www.howtosucceedwithwomen.com>**

# DATING BASICS

**A**fter a few weeks of studying the hottest “get laid quick” books, and armed with a few splashes of pheromone-scented sex cologne, Steve was ready to pick up a woman. He approached the first hot-looking woman in the packed dance club. She seemed like a willing target and was gorgeous. Within a few seconds of eyeing her, Steve whipped out a “proven to work every time” pick up line. His first attempt was; “Your father must have been a criminal because he stole all the stars in the skies and put them in your eyes.” The sexy babe responded with a cold blank stare. Steve shrugged off the rejection and approached the next attractive woman who caught his eye. This time Steve tried a slightly different approach. He said, “Congratulations! You’ve been voted the most beautiful girl in this room and the grand prize is a night with me!” The woman became angry and slapped Steve and then told him to leave her alone.

Are you tired of face slaps, expensive and overrated call girls, lonely nights with your right hand, and phone sex bills that induce your next heart attack? Unless you are a millionaire, a rock star, a professional athlete, or just damn lucky, you probably need help. Lots of it.

Learning the art of seduction begins with an ability to create romantic conversations, the freedom to flirt, confidence, and a command of language. Shakespeare was lucky enough to have all four. Casanova and Don Juan were able to capture scads of woman’s hearts and bodies by the power of their words, body language, romantic skills, and their sheer animal magnetism.

You must examine is how quickly you must move with a woman and how far you need to push things. We’ve found that when meeting a woman for the first time you generally find yourself in one of three situations: you have days or weeks to seduce the woman, you have a few hours to seduce the woman, or you only have a few minutes to seduce the woman. With each situation you need to create a different game plan and to take different amounts of risk (It takes more guts to ask a woman out after only knowing her for two minutes than it is to ask out a woman you’ve known for months). Here is an overview of the three situations:

## SITUATION ONE: YOU HAVE DAYS OR WEEKS TO SEDUCE THE WOMAN:

In this situation you have time to seduce the woman. A few examples include a waitress, grocery store check-out girl, cashier, or a woman who works out at your gym. In this situation you know where they work or you have some “excuse” to run into her again. You can then strategize to “bump into her” again, and keep building the seduction over time.

## SITUATION TWO: YOU ONLY HAVE A FEW HOURS TO SEDUCE THE WOMAN:

A few examples include meeting a woman at a party, meeting a woman at a bar, talking to a woman on a train ride, or any other situation where time is not on your side. These situations require you to work quickly to win her over. The master seducer will use the lack of time to move through the stages of seduction rapidly.

### SITUATION THREE: YOU ONLY HAVE A FEW MINUTES TO SEDUCE THE WOMAN:

In these situations the woman will be gone unless you say something and make your move. You need to move quickly. A few examples are meeting a woman in a line, talking to a woman at a nearby table at a coffee shop, or talking to a woman in a store. These situations require you to quickly develop rapport and trust. In situations where there is very little time you need to take a larger risk and have the guts to ask for her phone number, her email address, or set up a date right then and there.

You must also understand the various stages of creating rapport—that is, a good-feeling connection—with a woman. Here is a brief outline of the stages you will likely go through on the way to having sex. At each stage it is important to keep focused on the outcome so that you can keep moving to the next stage.

Here is an overview of the stages of rapport. Study these and apply them in any dating situation with a woman. By having a clear understanding of these stages you can easily determine which stage you are at and how to move to the next stage.

#### STAGE ONE:

Breaking the ice, small talk and getting to know each other.

#### STAGE TWO:

Establishing trust and experiencing some good feelings together.

#### STAGE THREE:

Develop romantic/sensual feelings. Having her consider you a potential lover.

#### STAGE FOUR:

Some form of physical touch, kissing, or handholding.

#### STAGE FIVE:

Either setting up the next date or intense sexual connection.

With the information on the different stages of dating, as well as an understanding of the three different situations, you can now start to construct a more thorough approach. But to really succeed you must also remember that dating is a numbers game. Being persistent is the most important thing you can do. Date and approach as many women as possible. It is your job to break down your own shyness and your resistance to being successful with women. The master seducer is persistent and stays on course to his goal. If you take on this attitude and act accordingly, you will be successful.

# FLIRTING WITH HUMOR

From Louis and Copeland's book, "How to Succeed with Women."

**R**emember this: you want to make women laugh. If you can make a woman laugh (so long as she isn't laughing at your expense) then you are delighting her, and she'll want to see you again. However, as most men know, women often find different things funny than men do. It's easy to misuse humor with women, and to frighten and offend them instead. With that in mind, here's a list of do's for flirting with humor.

## 1. DO MAKE "CREATIVE MISINTERPRETATIONS"

When you approach a woman, you've got to be alert and have your eyes open. Look for the details in her appearance or in what she is doing that you can safely make jokes about. You do this by putting a new spin on something normal. When Bruce asks the bank teller "Do you get to keep a percentage of all the money you take in each day?" he's creatively misinterpreting something in her environment and using it to flirt. When he asks if she gets to keep a percentage, he's being silly in a way she can relate to. It gives them a joke to talk about that and creates a little separate little world for them together.

Similarly, when Frank jokes to the girl at the health-food store who always wears army fatigues about being a Major in the army, he's taking something at hand and creatively misinterpreting it, recasting it as something they can joke and flirt about. Every time he sees her they return to this joke, and she feels more comfortable with him each time.

You should try to make your misinterpretations complementary to her. For example, misinterpreting the woman collecting the money as you leave a parking garage as "the parking goddess" would be more effective than misinterpreting her as, say, a trash collector who got lucky and got her current job. The first is a joke; the second is an insult. Keep track of the difference.

## 2. DO SMILE AND SAY "HI"

Your facial expression is an important part of your behavior. When you approach a woman to flirt, it's best to be relaxed and to smile, make eye contact, and say hi. Too many men approach flirting in a non-playful manner. They are resentful about having to do it, or are indulging a bad mood. They don't look relaxed and they don't sound relaxed. As we said in chapter three, you must overcome adolescent posture. It may be necessary for you to get some bodywork or to take some yoga classes if you habitually radiate tension. When you are relaxed and approach a woman, she sees it on her face and in your eyes.

### 3. DO ASK THEM ABOUT THINGS THEY KNOW

Work related questions are good, as are questions about personal appearance. As well discuss later, one good line is “What’s the story behind that...?” If, for instance, she is wearing an unusual necklace, you might say “what a beautiful necklace you are wearing. What’s the story behind it?”

### 4. DO ASK QUESTIONS

Along the same lines, it’s a good idea to ask questions. After all, you want to find out about her, and asking the right questions can give you important information. It’s not an interrogation, so don’t badger her with questions, but do make inquiries about what she cares about. For example if she’s holding a flower, ask her about it: “That rose you are holding is beautiful. Why did you pick roses? How do roses make you feel? Or you could ask “Why do you think women love flowers?” Either way, you are engaging her, through your questions, in a conversation that is about her likes, her dislikes, and her feelings. That’s the kind of conversation that could become more romantic later on.

### 5. DO DESCRIBE FEELINGS FOR HER

Your goal in flirting is to get her to think romantic thoughts about you, and to want to act on those thoughts. To do this, you must describe romantic feelings. Have you ever been with someone who was describing something disgusting? Perhaps a friend had been sick, and later described to you, in intimate detail, every step and every nuance of how it felt to be about to throw up. Can you remember how you felt as he described his sickness? Did you start to get sick, too? Or have you ever wished someone would stop describing some horrible event or accident, because you are starting to feel how it must have felt? You probably have. These people have used a simple principle on you, that to describe a feeling to someone makes them experience that feeling. That’s why you feel sick when your friend describes getting ill, or you feel queasy when someone talks about a disgusting accident.

To flirt successfully, you absolutely must take advantage of this principle, only in reverse. You must describe the feelings you want her to have—romance, attraction, arousal—in lush and lavish detail. As you describe these feelings, she’ll start to have them. The principle is simple: when someone describes something to you, you must imagine it to be able to understand what they are talking about. If I’m describing my new car to you, and tell you that it’s a mini-van, and it’s blue, you can’t help but imagine it. Even if I tell you not to imagine something, you have to imagine it to know what not to think about. If I tell you not to imagine a mini-van, you must think of one, so you know what thought to avoid.

The same thing happens when you describe a feeling to a woman. Whether she wants to feel the feeling you are describing or not, she must feel it to even know what you are talking about. The extent to which she feels it is dependent on how well you describe the feeling.

For instance, Sven is talking to the attractive young woman behind the pastry counter. “I can imagine you must feel so great and special behind the counter, goddess of the whole store, and people come to worship you,” he says to her. “Those great feelings of people coming to see you must really make you feel wonderful.” He’s playfully described feelings of specialness to her, and, if she is to evaluate what he’s talking about at all, she must go inside and feel those feelings. As she feels those feelings while looking at Sven, she starts to connect his visits to her store with feeling those special feelings. In time, this will lead her to “naturally” feel attracted to him.

Poets are the get-laid kings of all time. Reading poetry is a wonderful way to learn how to make beautiful and detailed descriptions on romantic things. After all, 99% of poetry is about love. If you look at most any romantic poetry you’ll find it’s made up of descriptions of romantic, loving feelings. Romance novels are much the same way. They are unending streams of descriptions of romantic feelings. Learn to speak romantically by describing romantic feelings, and you will be much more successful with women.

## 6. DO BE CONFIDENT THAT YOUR JOKING IS OKAY.

One of the top flirting mistakes men make is that they wait for the woman to be comfortable with the flirting before they become comfortable with it. We can’t emphasize this enough: when a woman first meets you, she is trying to decide if you are dangerous or not. If you are uncertain and hesitant, you come across as though you, too, are afraid that you are dangerous. You act as though you are scared of yourself, and she will become scared, too.

You must decide to have certainty that you are not hurting her, are not a threat to her, and that your flirting is fun and relaxed for you both. If you feel scared, uncertain and worried about your flirting until she seems relaxed, she’ll never relax. If you are hesitant about your joking until she laughs, she’ll never laugh. She’ll be too scared by how worried you are.

Pete has this problem. He tries to flirt, but to him it is such a big deal and he’s so afraid that he’s going to scare his prospect away, that he’s a big ball of tension. When he talked to Natalie, the receptionist at his dentist’s when he goes to get his teeth cleaned; he was as frightened as a cornered mouse. He had to work himself up to talking to her, and his heart was pounding. He kept asking himself “What if she doesn’t like me?” and worrying about potential rejection. “So, I guess a lot of people get hurt here,” he “jokes” with her, his jaw muscles throbbing with tension. She just stares at him, wondering what kind of a psycho he is. He notices her fear, and becomes more upset himself. “Uh, I mean, that’s a joke,” he says weakly. “Oh, heck. When’s my appointment?” His fear, and his need for her to not be afraid of him, makes him fail with the receptionist, as he does with all women.

Now let’s look at how Bruce handles the same situation. When he sees Natalie, he knows he desires her, and knows that she may or may not be induced to desire him. He knows that she may not respond to him, and doesn’t care. Bruce has decided that his joking is fine, and is certain that he is charming, even if she doesn’t think so. When he walks up to talk to her, he is smiling and relaxed, radiating confidence rather than tension. “So, you are the guardian of this ba-a-ad, evil place, eh?” he says to her in a laughing way. She looks at him to decide if he’s a

threat, but he's so relaxed and seems so certain that everything is fine that she decides to laugh in response. "Oh yes, I'm the guardian, all right," she says. He continues in his confident, joking manner, "How could I persuade you to put a spell on me to keep me from harm here? In fact, I think I can feel you putting a spell on me already. You are bewitching me, Natalie," he says, reading her name off her nametag.

She laughs at his joking. "Now I feel like I can go in there, protected by the spell you have me under. I'll just say to the dentist, 'the beautiful and charming Natalie put me under a protective spell.' How do you think that will work?" "You can try it," she responds, laughing. "But I'd still take the novocaine." "Oh, I don't need painkiller after seeing you," he comes back. "Have you ever had the feeling of meeting someone, and it's like your heart can only feel good feelings, can feel no pain? After meeting you, I'm sure I won't need anything else." She blushes, "Well, thank you!"

Bruce made this interaction work because he was certain that it would work. If he approached uncertain, like Pete did, and waited for Natalie to give him approval before he allowed himself to relax, he'd have the same failure Pete has. Because he's not waiting for her to feel good for him to feel good, he's able to create the good feelings for them both.

In the above example, Bruce doesn't only make Natalie laugh; he also uses their flirting to let her know that he finds her beautiful and charming. He does this by slipping in the occasional compliment, sideways. When he says, "I'll just say to the dentist, 'the beautiful and charming Natalie put me under a protective spell,'" he's telling her that she is beautiful and charming, and that he's thinking of her as more than just a friend. By doing this, he makes her choose what category to put him in; friend or potential lover. If she keeps flirting with him after he says these romantic things about her, then she's accepting the fact that he's a potential lover. Only if she rejects his compliments will she be able to think of him as just another lowly male friend. But, because she's having so much fun flirting with him, she's unlikely to reject his compliments.

By being romantic with his humor, he puts himself on the inside track for being her lover. When you look at how Bruce flirts with Natalie, you can see how she would have a hard time thinking of him as "just a friend," because of the romantic quality of his flirting. You, too, can do this, if you show your romantic interest as you flirt.

**To find out more about the book "How to Succeed with Women," check out <http://www.howtosucceedwithwomen.com/book/body.shtml>**

# FLIRTING VIA EMAIL

**From Louis and Copeland's booklet, "The Internet Seduction Toolkit"**

**I**t's important that you be able to flirt with women via email, both in responding to their ads, and in responding to their responses to your ad. This part will teach you some of the basics.

## FUNDAMENTALS OF RESPONDING TO A WOMAN'S EMAIL:

1. You want to make it easy for her to write you back, so ask specific questions she can answer. If you answer everything in your email to her, but don't give her conversational openings, she'll have to generate it all, and she won't.
2. If you use the "reply" format, in which you quote something she says (quoted lines are usually preceded with a ">" mark, some programs use a "|"), make it easy for her. Cut out any of her stuff that isn't relevant to what you are responding to—you don't want to make her have to wade through a huge quote to figure out what part you are responding to.
3. Basically, you want to take stuff she talks about, and look for passion in it, and ask, "How can I describe a kind of experience with this that will feel good for her to read?" "What questions can I ask her that will have her think about great stuff, and feel good?"
4. You can throw in some "deepening," by asking something like, "I'm curious myself—I'm always interested in what people are passionate about. If you don't mind me asking, where's the place of greatest passion in your life? Where are those moments where everything seems to come together? For some people it's in their job, for others it's outside of work—I'd just be curious to know, where are those moments for you?" This will connect her with her passion, all because of you! Be prepared—she'll ask back the same questions you ask her, but you can use it to describe more great stuff to her.
5. Give women pictures, so you can get pictures from them. You can get rid of a lot of these women quickly if you swap pictures, but you need a good one of yourself. If you don't have one, get one taken soon. It's okay to say "I don't have a picture right now, but I will in a few days."
6. This will take time! But it's worth it.

The "Internet Seduction Toolkit" is a 44 page booklet by Ron Louis and David Copeland. It covers using America Online (and other providers), how to write both short and long internet personals ads, flirting with women via email, creating email responders, tips on flirting using instant messenger programs, and examples of actual instant message flirting conversations. The Toolkit costs \$10.00. You can find out more about it at

<http://www.howtosucceedwithwomen.com/toolkit/body.shtml>



# THE DIRTY HALF-DOZEN

## SIX FAVORITE FEMALE ATTACKS AND HOW TO GUARD AGAINST THEM

How many of these women have you dated?

### CRY-BABY

HER MOTTO: “Waaaa!”

**The Trap:** She makes you feel so guilty that you make promises you can’t keep just to stop her crying. She knows the power of tears. Unfortunately, so do you.

**The Solution:** Wait her out. They are only tears, not bullets. Let her wail all she wants, you’re there while she’s wearing herself out. Being compassionate means being there for her, not caving in to what she wants. Making promises you can’t keep doesn’t make you a better man. Being yourself, even if she disapproves, and still being there for her is strong, manly stuff.

### OLD YELLER

HER MOTTO: “Fuck you!”

**The Trap:** You live in fear of her rages. Or, you shout back and have useless fights with her.

**The Solution:** Don’t fight back. Don’t feed the fire. Understand what she’s saying. Tell her you see she is angry. Slow things down. Make specific requests of her – pin her down on one thing at a time and make specific small promises you can keep.

### THE ILLOGICAL MANIPULATOR

HER MOTTO: “I’ll be irrational and drive you nuts, then accuse you of being irrational and therefore WRONG.”

**The Trap:** You argue with her crazy, illogical arguments, then to go insane—which she then uses as proof that you must be wrong.

**The Solution:** She needs to be right, so tell her when she’s right—even if it kills you. Arguing with her point-for-point is useless; she isn’t logical. She uses what she calls ‘logic’ to wear you down. Her goal? To make you flip out or give up. Admit that you are irrational by saying, “Sorry, but that’s just the way I feel.” That gets you out of her accusation that you are ‘irrational.’ Keep staying with what you want; keep the mantra, “This is the way I feel, what can we do about it?” Eventually she’ll calm down. But logic and rationality never works here – only clear, simple persistence. She needs to be right and in control. Give her that as much as you can while maintaining clarity about what you want.

## THE SHAMING FEMINIST

HER MOTTO: “This is what men have been doing to women for thousands of years!”

**The Trap:** You’ll feel guilty and ashamed about being a guy, and do whatever she wants to get her to back off.

**The Solution:** Refuse to feel ashamed of what other men might have done to other women. Be proud of being a man. Remember how noble men are. Don’t argue on her terms—keep bringing the conversation back to specific events between the two of you – not some historical smorgasbord of male crimes that you had nothing to do with.

## THE VICTIM

HER MOTTO: “You just don’t understand how hard it is to be me!”

**The Trap:** She whines more than is humanly possible. She can’t see that she is totally committed to being helpless. You try to help and suddenly you ‘don’t understand’ and ‘aren’t on her side’. After all, the universe is against her.

**The Solution:** Don’t try to fix her problems. Let her learn her own lessons and realize that there is nothing you can do to make her handle things ‘the right way’, which is how you would handle them.

## THE BEDTIME BRAWLER

HER MOTTO: “Are you asleep? There’s something we need to talk about...[fill in the blank]”

**The Trap:** Ending up in a horrible, middle-of-the-night fight.

**The Solution:** Listen without fixing. Apologize if appropriate. Put her off ‘til later. Give in on small stuff. Make promises you can keep. Show “emotional vulnerability,” and ask to be held without talking.

# THE DUMBEST PICKUP LINES OF ALL TIME

From “Sex Lover’s Book of Lists” by Louis & Copeland

**P**ickup lines are a dreaded art form. They are like the Jerry Springer show, where you don’t want to watch, but can’t quite resist even though it is unbelievably dumb and predictable. At the very best, pickup lines are amusing. At the worst, they can be offensive and get a guy slapped. They are an important part of our cultural dating mythology and any true-blue sex lover must have an understanding of some of the dumbest and cheesiest lines to use at parties, on the friends, and on men and women they meet.

*(A note to men: Louis and Copeland will not be held responsible if you are actually dumb enough to try these lines out on women at a bar or anywhere else. We are released of all legal responsibility and lack of sex that might follow.)*

HERE ARE SOME PICK-UP LINES YOU SHOULD NOT USE.

1. Hi, I may not be Fred Flintstone, but I’d certainly like to make your bed rock.
2. Would you believe me if I told you I’m an angel and God sent me down here on a special mission just to give you a kiss?
3. Let’s do breakfast tomorrow. Should I call you or nudge you?
4. If I could rewrite the alphabet, I would put you between f and ck.
5. You look yummy. You must bring new meaning to the word “edible”.
6. Nice shoes, do you want to fuck?
7. I’ve heard that sex is a killer. Do you want to die happy?
8. I would like you to attend my party; and then we can also invite your pants to come down
9. Hi, my name’s (your name). Remember it, you’ll be screaming it later tonight!
10. Hey baby are you wearing your space underwear tonight? Because your ass is out of this world!
12. Hey sexy. How would you like to join me in doing some math? Let’s add you and me, subtract our clothes, divide your legs, and then multiply.
13. Hi, your outfit looks really cute. But it would look even cuter wrinkled up on my bedroom floor.
14. Hi, let me interrupt you for a moment. The word of the day is “legs.” Let’s go back to my place and spread the word.

15. Hi, do you have you got a little Irish/German/Spanish/Italian/etc. in you? Do you want some?
16. Want to come see my hard drive? I promise it isn't 3.5 inches and it ain't floppy.
17. I'm an organ donor, and I have an organ you might need.
18. Gorgeous hair. But it'd be even better brushing against my thighs.
19. Wanna play carnival? That's where you sit on my face and I try to guess your weight.
20. If I could rewrite the alphabet, I would put U and I together.
21. There must be something wrong with my eyes, I can't take them off you.
22. Do you have a map? I just keep on getting lost in your eyes.
23. I looked up the word "beautiful" in the thesaurus today, and your name was included.
24. Excuse me, can you give me directions to your heart?
25. Pardon me, but what pickup line works best with you?
26. Excuse me, do you have a quarter I can borrow? I told my mother that I would call her when I fell in love with the girl of my dreams!
27. This is your lucky day, because I just happen to be single.
28. Hi, the voices in my head told me to come over and talk to you.
29. I lost my phone number. Can I borrow yours?
30. Congratulations! You've been voted "Most Beautiful Girl In This Room" and the grand prize is a night with me!
31. Are you religious? Because I'm the answer to your prayers.
32. Are your legs tired? Because you've been running through my mind all day.
33. Is your dad a baker? Because you sure have got great buns.
34. Was you father an alien? Because there's nothing else like you on earth!
35. Did heaven lose a couple of angels? 'Cause I can see them bouncing around in your shirt!

# THE BEST OPENING LINE OF ALL TIME

**W**e often get asked “What is the best opening line?” Here it is: **“Hi.”**

According to a University of Chicago study, this is the best opening line there is, followed by “how do you like the band?” (but only if a band is, in fact, playing). All the cutsie lines you’ve heard—“Can I borrow your cell phone? I want to call heaven and tell them I found the missing angel,”—don’t work any better, and usually work quite a bit worse. Even if the cutsie line does work, you are still left with the same basic problem—here’s a human being in front of me, what do I say? “Hi” works the best at getting you to that point. After that, you need to know how to flirt. See <http://www.howtosucceedwithwomen.com> or sign up for the How to Succeed with Women Newsletter to find out more about that!

Thanks for reading Secrets of Seduction. Be sure to check out the free seduction information at <http://www.howtosucceedwithwomen.com> and get on the free newsletter list! We will never swap, rent, or sell your email address. We hate spam!

Let's leave you with the wise words of Calvin Coolidge:

“Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated failures. Persistence and determination alone are omnipotent.”

Have fun,  
Keep the faith,  
And GET LAID!

Ron Louis and David Copeland

# PRODUCTS BY RON LOUIS & DAVID COPELAND

## **The FREE How to Succeed with Women Newsletter**

*More info at:*

<http://www.howtosucceedwithwomen.com>

## **The book “How to Succeed with Women”**

*More info at:*

<http://www.howtosucceedwithwomen.com/book/body.shtml>

## **The book “Sex Lover’s Book of Lists”**

*More info at:*

<http://www.howtosucceedwithwomen.com/sexlovers/body.html>

## **The Mastery Program: Your Step-by-Step Course in Meeting, Flirting With, Dating and Seducing the Women of Your Dreams**

*More info at:*

<http://www.howtosucceedwithwomen.com>

## **The Internet Seduction Toolkit**

*More info at:*

<http://www.howtosucceedwithwomen.com/toolkit/body.shtml>

## **The book “How to Succeed with Men”**

*More info at:*

<http://www.howtosucceedwithmen.com>

# WHO ARE RON LOUIS & DAVID COPELAND?

**R**on Louis and David Copeland are dating coaches and authors of the best-selling book “How to Succeed with Women” (Prentice Hall Press, 1998), and also “How to Succeed With Men” (Prentice-Hall Press, 2000), “Sex Lover’s Book of Lists” (Prentice Hall Press, 2001), and “The Internet Seduction Toolkit” (Mastery Technologies, Inc., 2001). They are also the creators of “The Mastery Program: Your Step-by-Step Course in Meeting, Flirting With, Dating and Seducing the Women of Your Dreams.” Their books have been translated into German, Japanese, Spanish, Hebrew, Russian, Portuguese, and Lithuanian.

Louis and Copeland have appeared as Dating Gurus on numerous television shows, including the NBC game show “To Tell the Truth,” “The Roseanne Show,” CNN, UPN, ABC, “Good Morning LA,” “Good Day New York,” and Fox news.

They have appeared on hundreds of radio shows, including “The Isaac Hayes Show,” “The Man Cow Show,” “The Kennedy and Ahmet Show” (hosted by Kennedy from MTV and Ahmet Zappa), CBS’s “Radio for Men,” “The Bill Handle ‘Handle Yourself In the Morning’ Show” on KFI-Los Angeles, USA Radio Network, and “The Late Breakfast Show” in Barcelona, Spain.

They have been mentioned in or have written about dating in Playboy, Maxim, Men’s Fitness, Men’s Health, Gallery, GQ Active, The London Times, Swank, Maxim UK, Cosmopolitan, YM, Playgirl, Mademoiselle, Bitch, Single Times, AVN, The Cleveland Plain Dealer, and in many other places. They and their book were mentioned in John Katz’s novel, Geeks.

Louis and Copeland have been on numerous online shows including WebMD.com, the “Bob Berkowitz Show,” Eyada.com, Salon.com, and ravecentral.com.

David Copeland, 38, is co-author, with Ron Louis, of *How to Succeed with Women*, *How to Succeed with Men*, *The Sex Lover’s Book of Lists* (all published by Prentice Hall Press), and *The Mastery Program* audio series. He is a dating coach, as well as an international personal-growth seminar leader with more than thirteen years of experience running seminars for men and women all over the US, Canada, England, and South Africa. He has made television and radio appearances in the US and England, and had a weekly segment on South Africa’s CANI radio.

Ron Louis, 33, is author of *Sexpectations: Women Talk Candidly About Sex and Dating*, and co-author of “How to Succeed with Women,” “How to Succeed with Men,” “The Sex Lover’s Book of Lists,” and the “Mastery Program” tape series. He is also a dating coach. From ages 18-20 he toured the U.S. as a guitarist in a rock-and-roll band, opening for the Henry Rollins Band, and others.