

Johnny's Journey

**Critical Lessons from my
Involvement with the
Seduction Community**



**Johnny Anti-PUA
Aaron Sleazy**

Johnny's Journey

Books by Aaron Sleazy

Sleazy Stories: Confessions of an Infamous Modern Seducer of Women

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

Minimal Game: The No-Nonsense Guide to Getting Girls

Johnny's Journey: Critical Lessons from my Involvement with the Seduction Community (ed.)

In German:

Schmierige Geschichten: Bekenntnisse eines modernen Verführers

Johnny's Journey

Critical Lessons from my Involvement with the Seduction
Community

Johnny Anti-PUA
Aaron Sleazy

Copyright © 2013 Johnny Anti-PUA & Aaron Sleazy
<http://www.aaronsleazy.com>
<http://anti-pua-johnny.blogspot.com/>

The cover image is based on *Desert* by Moyan Brenn.
Copyright © 2011 by [Moyan Brenn](#)

Johnny's Journey is licensed under a Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 United States License. This means that you are allowed to freely copy and distribute this file. However, you are not allowed to use it commercially or to modify it.

Revision 1.01

If you want to give feedback to this book, discuss with the authors, or talk about your personal experiences, then feel free to join us via the following link. It leads to a support forum for *Johnny's Journey*:

<http://www.aaronsleazy.com/forum>

Contents

Preface	xi
Acknowledgments	xv
Introduction	1
Background	3
Meet Johnny	5
College Life	7
Introduction to Pickup	11
My PUA Coaching Experience	15
Looking for Help	17
“You’re so money, bro!”	19
More and More Red Flags	23

Freedom	27
Slowly Detaching Myself from PUA	29
More Evidence of PUA Crapola	33
Understanding Your Local Environment	35
My Current Situation	37
Looking Back	39
Glamorization of the “PUA Journey”	41
Rejection Doesn’t Matter	45
Rejection Still Doesn’t Matter	47
The Importance of Spare Time	51
Hypersocial Women	55
Fake Anti-PUA PUAs	59
If you are Skeptical of Anti-PUAs	63
Lessons	67
Standards and Personal Goals	69
Realistic Goals	73
You Don’t Need to do Too Much	77

You Really Don't Need to do Too Much	79
The Purpose of PUA	83
Measuring Progress	87
Moving On	91
PUA for the Average Guy	93
PUA for the Totally Clueless Guy	97
Boyfriends and One-Night Stands	101
Who Defines your Self-Esteem?	105
Building Positive Reference Experiences	109
Women are Just as Clueless as Guys	113
There is Much More to Life than Women	117
Farewell	123
Appendix by Aaron Sleazy	127
Why Cold Approaching is Pretty Much Useless	129
Fear of Rejection	135
Virginity, Schmirginity	139

Women Cannot Read Your Mind	143
The Looks-Money-Status Triad	149
One Step After Another	153

Preface

The pickup and seduction industry is now well past its peak. VH1's reality TV show *The Pickup Artist*, which featured Mystery and his motley crew, failed to make an impact and was cancelled after two seasons. Another TV show with a similar theme, *Keys to the VIP*, died a quiet death. In hindsight, the industry seems to have had a short peak and has now entered a stage of decline. Its effect on popular culture has waned dramatically. Many pickup artists from the "B Team" have either closed shop or are trying to reposition themselves within the broader self-help industry. Further, while some years ago people proudly proclaimed to be PUAs, this term has taken on a negative connotation. Even people who still believe in "game" have begun to distance themselves from some of the vocabulary.

If you look at the industry at large, you will notice that there hasn't been a big release in years. Some time ago, it seemed as if there was no month without the release of yet another set of 25 DVDs for up to a few thousand dollars. Of course, people still release new products, but this nowadays happens on a much smaller scale. Nonetheless, prices are still exaggerated, considering that ebooks are being sold for \$79.

The seduction industry is much less visible than it used to be. Yet, there are still plenty of men who fall for the empty

promises of self-proclaimed seduction gurus. The rate of attrition within the community is high, though. Many men get burnt. After they realize that they have wasted several thousand dollars on dubious “boot camps,” and dozens if not hundreds of hours studying various theoretical frameworks for dating and mating of often dubious quality, they retreat.

However, some decide to share their negative experiences, hoping that it will prevent other guys from falling into the same trap. Some post on forums like [PUAHate.com](#), and engage in often toxic conversation. Others set up blogs and websites, focussing either on the industry in general, or on detailing their personal experiences. Further, there have been spectacular leaks of internal documents of companies like Real Social Dynamics or Venusian Arts, confirming their lack of ethics and unscrupulous business behavior.

The “anti-PUA” front is strong and growing. In 2008 my position was one of an outsider. A good four years later, I’m not feeling quite so lonely anymore. Websites like [SeductionMyth.com](#) or [VenusianArtsCon.com](#) have sprung up, as well as several personal blogs in which people dissect the absurd theories of prominent dating coaches. One of those blogs was eventually started by Johnny.

Johnny and me exchanged a few emails in early 2012. He told me about the shady business methods of the gurus he has interacted with, and how pickup led him down a wrong path. The result was a waste of time and money, but also of many great opportunities. I encouraged him to write about his experiences. He eventually shared his story with the world, in order to provide a warning to vulnerable men who are at risk of being exploited by the dating industry.

What ended up happening was a string of very insightful

blog posts, appearing in the span of roughly three months in early 2012. Johnny detailed his bad experiences within the community, but instead of dwelling in self-pity, he also wrote how he managed to overcome erroneous thinking, and how he eventually freed himself from the negative influences. We eventually joined forces to produce this book to allow for an easier distribution of the content of his blog. However, it does not just contain the articles he has written. He also contributed some new chapters. Every post was carefully edited. In addition, I have contributed some chapters to fill in blanks and to provide a more general perspective on some topics that are related to Johnny's experiences.

AARON SLEAZY

Acknowledgments

Johnny

There are two people I would like to thank for their brutally honest advice: Aaron Sleazy and Assanova. When I was initially recovering from PUA, reading what these guys said was painful at the beginning and difficult to acknowledge. However, I have been much better off in the long run due to heeding their advice. Sleazy in particular has been instrumental and I literally can't thank him enough for preventing me from potentially wasting years of my life.

I also want to thank Alek Novy for his thorough and systematic criticism of all kinds of bullshit theories, no matter if they are proposed by PUAs, feminists, or any other pseudoscientists and snake oil sales men. I can only encourage you to check out his personal blog and the website SeductionMyth.com, to which he contributed. He has also left a vitriolic trail of blog comments all over the so-called manosphere, which I enjoyed following.

Aaron

First of all, I would like to thank Johnny for this wonderful collaboration. After many hours of hard work, *Johnny's*

Journey turned into a book we can both be proud of, and I am very happy that I was able to help it come to fruition. I have done a lot of the editing work, but I haven't been working alone. Therefore, I thank Corley Atherton for his extensive feedback to draft versions. I also thank three people who wish to remain anonymous.

Introduction

This book is not about trying to make money, selling products, offer coaching or doing anything of the sort. I am not secretly trying to make it as a writer nor am I looking to become a dating coach. My only purpose is to share my story and the experiences I had when I was following PUAs. Hopefully, I will convince you stay away from this scene. If in the process, you gain something useful from it, that's great!

I will tell you about my background, and how my environment shaped my beliefs about dating. Needless to say, there was a significant mismatch between my beliefs and reality, so I did waste a lot of great opportunities. Not really knowing what was wrong, I stumbled upon pickup literature on the Internet, which made me think that dating women, getting a girlfriend, or just having sex were almost heroic undertakings.

Pickup cost me a couple of years of my dating life. I was eventually able to turn my dating life around, and a main event was my rejection of mainstream PUA advice. I have learnt many lessons, and in this book I share them with you. I hope you won't have to make the same mistakes I made.

If you are familiar with my blog, then this book is still worth reading since my posts have been thematically arranged and properly edited. The goal was to present my

story, and my personal lessons, in a thematically coherent way. You may find it easier to read and digest this book than to go through my entire blog. Further, I did add a couple of new chapters in addition to the revised posts from my blog, and Aaron Sleazy added an appendix with some of his insights on the challenge of dating for less experienced men.

Please read this book from cover to cover. While the chapters may stand on their own, they are put within a particular context. Because they follow a chronological or thematic order, you'll probably get more out of it if you read it once properly than if you would just skim it or occasionally refer to it by reading selected chapters.

Background

Meet Johnny

I grew up in a small city in a very conservative environment. Guys were expected to have male friends, while girls had their girlfriends. Girls in my family and extended family would not even dare to wear sleeveless clothing. People would get married based on the choices of their parents. They called each other girlfriend or boyfriend after they had been on a few dates and had been talking for hours on the phone. Kissing was a pretty big deal. Actually, having sex was not at all common. Even today some of my school friends have not yet had sex with their long-time girlfriend or boyfriend.

I'm a very average guy in looks, 5'8" tall and about 140 pounds heavy. I've got about 17 percent body fat. I would say that I am fairly skinny. However, what I have always had going for myself was that I was, and hopefully still am, highly intelligent. I also have reasonably good communication skills. However, I am an introvert and thus prefer to be in my own world.

I didn't have many interactions with the opposite sex in my youth. The first time I spoke to a girl on the phone was in 8th grade, and I had my first official date when I was in 11th grade. Nonetheless, there were always girls who liked me a lot. In 11th and 12th grade, in whatever way we would define *girlfriend* — I never kissed her; we only ever held hands. — my girlfriend was, at that time,

the most popular girl in my entire small city. I had no clue why she liked me, but she did.

My problems were twofold: I was afraid of being sexual, and I generally had no idea what to do with girls. There were so many times when that girl, and many others, visited my place or were alone with me somewhere and waiting for me to make a move. But I just didn't know what to do or how to do it. Thus, I ended up not even having kissed a girl when I entered college. I believe that it's the same with every average guy. If you dress reasonably well and can talk a bit, you have plenty of girls who like you. But because we are in our own head, we never realize it, or because of negative beliefs we never think that good-looking girls could ever like us.

College Life

After high school, I went to one of the best colleges of my country. The time spent there was what fucked me up the most. Before this I always thought girls liked me, even though I didn't know why. In my college, people were all highly intelligent, but they were also complete social retards. It was a big deal if you were comfortable just talking to women, and if you had a serious girlfriend, no matter what she looked like, people were really impressed, if not in awe of you. If you managed to get a cute girlfriend, well, then those people looked at you as if you were from another planet. There were just a few girls there, and they were all ugly. Yet, given the highly unequal gender ratio, they thought of themselves as goddesses. In short, spending four years in this environment made me adapt, so I turned into a social retard as well.

College set me up very nicely in terms of my career. But by the time I graduated I was convinced I would never get a girl, and that having a girlfriend was an elite achievement. I thought I wasn't good-looking enough and that no girl would want to date me anyway. In my senior year I read books from PUAs like David DeAngelo and Mystery, which reinforced my beliefs. If you had to do so much to have sex with a girl, then it clearly is a tough challenge, and consequently I was doubting that I'd ever succeed in that area.

Plenty of instances should have convinced me otherwise, though. I went abroad a couple of times for summer internships. Looking back, there were plenty of women who wanted to hook up with me. I lost my virginity during one of those summers, and it's a miracle that it actually happened. I was at a train station trying to buy a ticket, but the ticket lady gave me a hard time by refusing to speak English. You can probably guess which European country I was in.

Eventually a local girl helped me out. I was really glad, thanked her, and got going. Then that girl showed up in my subway wagon. We started talking, and when she was about to get off, I somehow mustered up the courage to ask whether she'd like to have coffee with me. We did, and afterwards we went for a walk. She led me into a park where everyone was making out — and some minutes later we did too. A few days later we met again, and had sex. I got extremely lucky because she did all the work. She became my first girlfriend, and she was the only girl I got during college.

Telling stories from my other summer is quite embarrassing. There was this hot Latina I met at dance lessons. She smiled at me from across the room, and when we were dancing together, she looked deeply into my eyes as she firmly put her hands around my neck. Many of the others said we made a really cute couple. But I thought it was all because I was a good dancer and that she was just being nice.

There was another girl who lived in the opposite direction from my place. One night she was drunk and had walked all the way from a dance party to my place. We stood in front of my house, and I was thinking why she was still here. Eventually I said good night to her and sent her home. I remember another girl from a dance party who awkwardly stepped on my shoes. After I looked up, she

quickly put her arms around my neck and told me I was such a good dancer. Then she dragged me to the dance floor and eagerly rubbed her ass against my crotch. She clearly was in heat, but I still didn't do anything about it. I could tell you more stories, but you get the point. I was completely clueless about women.

Introduction to Pickup

Right after graduation I got a very prestigious job, which also entailed working long hours. By this time PUA nonsense had filled my head, which meant that I was focusing on what to do to get girls attracted to me rather than just looking for girls who already were into me. My social circle was full of social retards like me. I didn't know a single guy who got laid regularly. Almost everyone I knew was either a virgin or had virtually no sexual experience. On top of that, cold approaching isn't very common in my country. I knew that having a social life after college was going to be difficult.

I did pursue quite a few activities on weekends. However, the combination of having my head full of PUA theories and having totally unrealistic standards regarding women guaranteed that not much was going to happen. Still, because I did go out a bit and put myself in many social situations, I ended up going on a few dates. Nothing came from them because I was too much of a pussy to make a move. My dry spell seemed to be never-ending.

In spite of having read a lot of PUA materials — I first read something at the start of my final year of my undergraduate degree — I had never actually done a cold approach. Of course, there were plenty of situations where you are out somewhere and randomly conversations start, but I was still a stereotypical nerd who just read books without

taking any action.

I moved to New York City for a few months in early 2011. This was about a year and a half after graduating from college. I was deep into PUA stuff by this time. Just like everyone else in this scene I decided that I was going to “get this part of my life handled.” This meant putting too much pressure on myself, which made this whole thing not fun at all. Even worse was that this attitude created problems that hadn’t even existed in the first place! All I had needed to do was to go out every now and then, and escalate. I was doing that, but maybe I could have done more. This would have been it. But I decided to get into pickup instead.

For an aspiring pickup artist New York City is a magical place, maybe a bit like Hogwarts in the *Harry Potter* books. There are lots and lots of Internet forums but you can also meet up with guys from local lairs.¹ There are a lot of coaches around, and you can attend talks given by the very people you read about online. People are out there doing approaches. There are so many bars, there’s street game, day game, night game — and plenty of super-cute girls from all over the world. I was hooked.

It was a cult-like feeling. I felt that I was part of something big: A bunch of socially awkward guys coming together, going out and getting hot women. We were all about inner game, tried to hone our conversational abilities, and were after a deeper understanding of “social dynamics” and whatnot. The good thing about me, I guess, was that I actually went out a lot and did plenty of approaches.

But there were many red flags.

¹In the seduction community, a “lair” is a local group of men. They convene in order to discuss “strategies” for getting girls, and it’s quite common to find people to go out with there. Those are referred to as wingmen. — A. S.

I should have quit much sooner than I did. A lot of the lair guys were totally weird. A few of them were suffering from serious psychological problems. One guy had such enormous anxiety issues that he couldn't even talk to guys. He blushed and he ended up taking very deep breaths. Another one literally broke out in tears and sobbingly told us that he couldn't even ask a random girl for the time. There were a few cool guys though, but in general I wasn't really having the same kind of problems those guys were suffering from.

Even my limited experiences from going out should have confirmed that this whole PUA thing was a crock of shit. I never really used any lines or routines. I wasn't eliciting her values, stayed away from NLP, and didn't bother with cocky-funny comedy either. I certainly wasn't "acting alpha" or attempting to "caveman" any girls. In spite of that, there were plenty of occasions where girls liked me even though I had seemingly done nothing at all. Sometimes they liked me even when I was doing something really stupid.

One time, after talking to a girl for a long time, I was taking a big sip from my beer and suddenly I had to cough. I couldn't help it. Well, I ended up spraying beer over the counter of the bar — straight from my mouth! Despite that, we still made out that night. I hadn't done anything, but she still liked me. I guess that was also part of the problem. I wanted to have control and feel that all this PUA stuff was helping me, and not that dating was just totally random. Consequently I ended up discounting all the random occasions on which I didn't do anything and the girl still liked me. Instead I focused on the ones where I did do something but nothing happened. Of course, I then felt that I needed to get better game.

My PUA Coaching Experience

Looking for Help

Because I thought I needed to get better game, what better thing was there to do than hiring a coach? I was careful with money, so I found an Asian guy who seemed somewhat legit. He charged me \$30 per hour for a one-on-one session. Going out with him was a decent introduction to pickup artistry. He was reasonably well-dressed, wearing clothes that matched his lifestyle and also the personality he wanted to convey. He was also fairly aggressive. The problem, though, was that his style and my personality clashed. We were literally at the opposite ends of the spectrum. He was a rather poor fellow. When he was hungry, he stuffed himself with pizza slices. He was basically a broke hipster, and he had more spare time than he knew what to do with.

Having said that, he was fairly legit. We went out, and he critiqued my approaches. He didn't get too deep into minor details, but gave me some suggestions like joining an improv class. Still, the issue was that what he was suggesting was what had worked for him and not what would work for me. There were some red flags that should have made me realize that this PUA stuff wasn't worth it. He showed me pics of a lot of the girls he slept with. Most of them were girls I wouldn't even have bothered approaching, let alone contemplate putting my dick in. The random girls who had liked me were all better-looking than almost

every single girl in his pictures. I did not connect the dots, even though there was enough evidence to realize that if this was just about fucking literally any random girl that comes your way, then you don't need anything for that.

I did more approaches and the results were more of the same. Random girls were liking me without me doing anything. When I tried to do something complicated like the PUAs told me, I came across as very weird. Nothing of their stuff seemed to work. Thus felt that I needed to improve my game — and hire a better coach.

There was one good thing happening at that time which kept me somewhat grounded, and I think helped me get back to having a normal life quite fast. I had a strong interest in partner dances and took dance lessons. The whole environment there was so different. The people were warm and friendly. Many girls were gorgeous and had pleasant personalities. Even better was that girls outnumbered guys by a wide margin. All of it was just amazing. However, I had read on some PUA blogs that cold approaching was much better than any kind of social circle game, and that you don't want to come across as a creep. Consequently, I never bothered with the girls who hit on me in dancing class.

I should have realized that you won't come across as a creep if you are a normal guy. The only thing you need to do was ask them out on a date. That's it! They like you, they have seen you plenty of times at classes, and they have seen how you interact with other people. Because of all that they already trust you and are comfortable with you. It's perfect! But, no, of course I had to do this PUA nonsense. I wanted to feel that I have some kind of special power and that I was above normal guys. I wanted to feel that they don't understand what I can do, and that they can't do what I can.

“You’re so money, bro!”

I decided to hire a better coach and ended up hiring two: Rob Judge and Zack Bauer.² These guys were probably better, or so I thought. They were more expensive and they dressed better. They also had a blog and were running a full-fledged PUA company. Of course they were better! I had two phone coaching sessions and one live weekend consisting of two nights and one day. I should

²I should probably point out that any PUAs who are mentioned by name stand for symptoms of the entire industry. In no way is it intended to single out particular guys, and neither is it implied that those are the only ones to blame. One of the most absurd statements I have ever read was that because I hadn’t written a blog post on some particular PUA yet, he is probably legit. This is an absolutely laughable line of reasoning. Don’t focus on the names but think of your experiences within the seduction community and see whether you can relate to what Johnny describes. I bet that even though the PUAs have different names, they will tell you similar stories and try selling you similar products.

Also, from having met a number of PUAs in real life, I have to tell you that some are really nice people, if you get to know them on a personal level. I know that Johnny has been disappointed by Rob Judge, for reasons he details further on. On the other hand, I met Rob Judge not as part of a guru-client relationship, but as a normal guy. Personally, I like the guy. Nonetheless, I do disagree with the kind of marketing strategy he later on pursued. I have seen the same happening with others who started out with a pretty honest approach, but then drifted towards the shady side of the industry. Johnny has made a great analysis of this phenomenon in the chapter “Rejection Still Doesn’t Matter.” — A.S.

have seen the red flags, however. Those coaches never asked about any details about my background, nor did they want to know anything about my appearance. They didn't discuss my sticking points either. Instead, they only tried to impose their own special four-letter acronym seduction system on me, as if it was a magic cure-all for everything.

I sent them a "field report" of my night out after their phone coaching session. I was using some conversational starters, which went completely against the philosophy they were teaching. But this was working brilliantly for me after their coaching. Looking back, though, it was a placebo effect because I was doing the exact same things as before, and nothing else. I told them about it, and they said, "No, this is not right. You should do the other thing which I'm teaching you." But because I wasn't comfortable with those lines, they didn't work for me. I thought I was clearly doing something wrong, so I ended up booking a live weekend with them.

There were two instructors and two students. We started the night with some drinks. Once again we went through their special system for picking up women. There was no individual advice or any kind of individual attention. We ended up going to some fancy upscale lounge. I was not comfortable in such an environment and thus I didn't do well there. Our task for the night was to use a couple of lines we were given and try to get a girl away from her group. I didn't do well, but they said, "You're so money bro! You need no more advice, you'll crack it tomorrow! You guys are so awesome!"

There were more red flags that I should have noticed. The other student approached the friend of a girl I was with by saying, "Hey baby, how are you? Do you want a drink?" It was said very awkwardly. In PUA lingo he sounded

like an AFC³ and needy. However, the girl found him very cute. They later exchanged numbers and eventually hooked up. His success had nothing to do with the pickup system we were taught, though. She was just really into him.

Also, before the start of the night, I had arranged a date for the following week from my dancing class. Once again I hadn't done anything. I was talking with the girl about dancing and her work, and then I asked for her number. I texted her, asking whether she would like to go for a drink with me. She was super excited and replied "yes" with half a dozen exclamation marks. I told those PUA coaches about it, and they were like, "See dude, this works! This is awesome! You're so money, bro!" At this point I thought, "Hey, wait a minute! I haven't done anything. I have no clue why she likes me and clearly I didn't do anything you guys had taught me." Therefore I wasn't really sure why they were claiming credit for it. But once again — stupid brainwashed me! — I didn't connect the dots and continued with this PUA shit.

³The acronym AFC stands for average frustrated chump. An AFC is the diametral opposite of a PUA. PUAs think that normal guys are automatically AFCs, and assume that those only get laid due to luck. In reality, though, the AFC is little more than the imaginary enemy of the collective PUA crowd, and an image they attack in order to feel better of themselves. Sadly, PUAs are oblivious to the fact that a well-adjusted average guy gets as much if not more women than they do, and with only a fraction of the effort. — A. S.

More and More Red Flags

The next night we started in similar fashion. We were talking about the previous night with the two instructors, and I heard, “You’re so money bro!” many more times. The two of us went out. We were told to collect numbers from chicks and invite them to come with us to the lounge, the same place we had been the day before. We roamed around, approached some girls and somehow ended up in this laid-back bar. I felt awesome and alive the moment I stepped in there. The crowd was very international. I was younger and better dressed than a lot of the guys in there. The people were less snobbish and it generally felt awesome. I did amazingly well in there. The other guy totally bombed, though. He did well the other night in the upscale lounge, but this was a completely different environment. On a side note, I almost always do well in this bar. I have a great night pretty much every time I go back there.

I went back to our coaches and told them about it, and they couldn’t believe that I was doing so well. A couple of girls even showed up later in the lounge. I asked them about this venue phenomenon. They said, “Yeah, this lounge is tougher and you gotta step up your game for that.” This was a really stupid thing to say. I have realized that as

guys, because of our competitive nature, we usually don't like hearing that something is harder or beyond our reach. So whenever someone says something like that, you tell yourself that you're going to crack this. Also, I kind of respected these guys so I started to assume that game is something linear where you keep improving infinitely.

I went again to this lounge, and I bombed once again. When I asked them for advice, they said I needed to be more playful. No other concrete advice was given. I forgot to add one thing about the previous night. One of the two coaches got drunk and took a girl home. This was definitely not what I had paid him to do. This night I managed to isolate a girl but I wanted to kiss her, so I sort of lunged across. It wasn't smooth, and the girl left. Something similar happened with the other two girls from earlier in the night who showed up at the lounge. Afterwards I asked these guys about how could I make it more smooth, and they said, "Don't worry, dude! Keep doing it, and it will automatically become more smooth over a period of time!"

There were other odd situations. For instance, I said to them that I think that white guys who go to places like Thailand and Philippines get laid easily. They replied that this wasn't true, and claimed that it was always about personality and game instead. Then I asked if my accent, race or nationality could be a problem. They told me, "Just own it! It's all in your head. If you don't care, the girls won't care either."

There were lots of other red flags as well. There was no specific advice and only a one-size-fits-all methodology. Then they mentioned that they went out every night for almost three years. I have no clue what kind of guy would do such a thing. Anyway, the next day we did some street game. I think this did hurt me the most because I didn't realize how fundamentally flawed randomly approaching

girls on the street really is. I was seduced by the idea that not every girl goes to bars, but they all have to go about their daily chores. Those coaches kept harping on about how awesome street game was. After the bootcamp I went out and did between 70 and 80 street approaches. I got more than 25 numbers, and they all flaked. Every single one of them! I asked them about it, and they said, "Keep doing what you're doing, bro, and one day it'll all be easier." This was the final nail in the coffin.

Freedom

Slowly Detaching Myself from PUA

In spite of not having any success, I kept doing pickup for some reason. This was partly due to reading random forums where people said that they, too, hadn't had any success for a long time, but then everything suddenly became easier one day. So I kept at it. Yet, it wasn't really getting any easier. However, I was having some success randomly when I didn't do anything — like after a flight, when some woman blatantly offered to take me home. On another occasion I fiddled an older woman's pussy in a lounge. But none of this was due to "game." With the older lady I started the conversation by asking, "What are you drinking?" We were talking about some random boring shit, but the key point was that she was a tourist and wanted to get laid.

I want to emphasize two points here. First, I didn't get laid from these encounters because I somehow fucked both up, and there were countless others I fucked up too, due to stupidity on my part. It didn't help that the girls liked me a lot. Second, those interactions were not the result of game. I'm not sure what to call it other than the fact that the girls just liked me right off the bat. I started the conversation and after that they just kept re-engaging me while showing their interest.

I was focussing on cold approaching and eventually, after so many rejections, I got so depressed that I seriously thought that maybe girls weren't for me. Heck, for a moment I even wondered whether I was secretly gay but just didn't know it yet. I'm serious, I really did think that one night. Then I thought, "This isn't worth it. Let me just go do something else instead!" Overall, I didn't get laid once from all this time in PUA. This was around August of 2011.

Detoxing myself from pickup changed everything for me. I focused purely on doing things I liked. I went about exploring NYC on my own. I focused on dancing and took random lessons here and there. I went out to try new bars and restaurants. I invited friends over from nearby cities. Finally, I got into a better mood. During this time I also met some really cool people. For instance, my dance instructor liked me a lot. Over the weekend she took me to nearby cities where she taught workshops. I traveled with her and her friends and we all had a great time.

I was just focused on enjoying myself instead of honing my game and as a result, basically everywhere I went, I noticed that there were a few girls who seemed to like me. This led to some quite severe cognitive dissonance. It just didn't make sense that so many awesome guys and girls love hanging out with me and invite me to go out with them, when I kept bombing so badly during my cold approaches. Maybe "game" was making me weird?

One night I went out to a bar with friends. There was this cute girl who was looking at me and smiling. I walked up to her and chatted with her about random stuff. She was an intern in the city for the summer. It all went so smoothly. We exchanged numbers and her friend kept saying that we should go out together. We hooked up about a week later. This was my first hookup in NYC. Soon afterwards I returned back home.

Slowly I began distancing myself from mainstream game. I also started googling terms like “PUA scam” and “problems with PUA”. Eventually, I came across Aaron Sleazy. When I read his book *Debunking the Seduction Community*, and posts on his blog and forum, a lot of things fell into place. I gradually started detaching myself from the seduction community.

I came back from NYC in late August 2011. One night my friend invited me to a party. He had two female friends with him. We drank and danced. Both girls showed mad interest in me. I offered to walk both of them home. I dropped one off first, and then the second girl told me that I should stay at her place tonight because I was too drunk to go back home. So we went to her place and had sex. She became my second girlfriend. Once again I was amazed at how simple it was.

More Evidence of PUA Crapola

As I started distancing myself from PUA I became increasingly frustrated about how much of a scam those guys actually are. This point has been beaten to death on plenty of forums and websites by now, but I still want to write about a few PUA claims which I think are very important and affect your results in a huge way.

First, “Looks don’t matter!” This is complete nonsense, and the effects of neglecting your looks were very clear. I decided to get a fashion consulting session. This led to a new wardrobe. In addition, I kept maintaining my facial hair, made an effort to groom myself better, and got a new haircut, too. All of this made a big difference. Nowadays, sometimes girls blatantly check me out.

Second, venue selection. This is another extremely important point! A normal, well-adjusted guy may now think, “No shit, Sherlock!” — but somehow this is not at all obvious within the seduction community. I would never get anywhere in a frat bar that’s full of loud obnoxious guys. But when I go to more laid-back places that attract an international crowd, I do well even when I’m in a really bad mood.

Third, individual goals, style and preferences. There is no

one size fits all methodology. What kind of style you prefer, which venues you like best, and what type of girl turns you on may differ drastically between two guys. Imagine two guys. The first one has all the time in the world, loves going to loud nightclubs, has no money, is looking for one-night stands, and prefers crazy girls. But the other one has a hectic job, wants some peace and quiet in his life, doesn't want to put much effort into this, and just wants a reasonable girl with a good personality. Obviously, what would work for the first guy wouldn't work for the second guy at all. Similarly, some guy might never even have held a girl's hand, while another has had five random chicks a year for the past seven or eight years and now wants to meet more high-quality girls because he thinks he wants to settle down. Of course, those are all completely different situations!

Fourth, success ratio. Somehow this never gets mentioned on any PUA website, but it is a very important factor. For a guy like me who works a demanding job and also has some hobbies, I can't possibly go out three times a week and approach every girl with the hope of getting a one-night stand. There has to be a higher return on investment for me because my time is so limited.

There is one other point which I want to emphasize: standards. I will talk about this in greater detail in a separate chapter later on.

Understanding Your Local Environment

There is another very important point which PUAs fail to mention and it's yet another example of how PUAs fill your head with crap that at best turns you into a social robot. Seriously, you cannot seduce any woman, and you cannot bang any woman on the first date either. Let me instead stress what I found to be true: Meeting women is heavily dependent on your local environment.

I have realized this very explicitly because I have traveled a lot and have lived in many different countries. In some environments you can approach a girl on the street and later text her to meet you for a drink. She will come with you, and you can fuck her the same night. But in more conservative environments you have to meet her through a friend or very casually, text her a bit, talk on the phone, and then go for a low key date. Afterwards, you maybe meet for drinks and then *maybe* have sex. This whole thing might play out over several weeks.

PUAs made me believe that any girl can be seduced on the first date and that if she refuses, she is probably playing games with you. Never did they mention that girls may be extremely conscious or lack confidence. Pickup materials made me believe that if I don't act "super alpha" or like

a player, she will quickly meet some other player dude whom she will fuck immediately. Heck, I believed that all girls are sluts and constantly fuck “alpha men.”

The reality is more along these lines: Many women constantly complain that they never meet a decent guy, let alone some super-calibrated player. Further, many girls just won't have sex outside of committed relationships. Some women may have gone many months, and sometimes even years without having sex. Also, women are much more self-conscious and unsure of themselves than you are. In fact, many are so sensitive that if you tease them too much, they will think you are an enormous asshole. Cocky-funny, anyone?

Even if you read some well-intentioned advice from your favorite random PUA who writes that you should move faster, it's fucking you up mentally because some girls are just not comfortable with moving along quickly. If a girl meets you regularly for dates, talks to you on the phone, and doesn't play games — and you have clearly shown sexual interest! — then it's a matter of time more than anything else.

The point is that your local environment is very important. So I believe the best one can do, when looking for help, is finding someone who is similar to you with regards to core personality traits, and who is actually very good with women. If you find such a guy, then try to hang out with him. I know this is much easier said than done, but it's quite possibly the best you can do. Please note that those guys most likely don't teach pickup and have never even heard of the seduction community.

My Current Situation

I'm an average guy in most respects. If you asked me for my numbers, I'd say that I might get seven girls this year. This includes vacations, where girls are definitely easier. This number is based on the past few months where I averaged a little more than a girl a month. However some of those were extremely lucky and random. I have taken this into account when guesstimating this number. I have a high-pressure job which I love. I have friends and hobbies, but I also like to focus on my career. Thus I don't go out crazy amounts. Furthermore, I'm currently living in a conservative city where cold approaching is frowned upon.

The main thing is that I don't beat myself up over the fact that I may not get girls all the time. I now know that it's really random and severely restricted by my environment and genetics. So I don't beat myself up over it. I now go about my life, and when I see a woman who seems to be signaling her interest, I go talk to her. Feel free to call it a very low-risk approach, but I'm actually very happy with the amount of girls I get by following this approach. As a bonus, this means that I don't get rejected a lot anymore. This is good because I definitely feel that getting rejected a lot is damaging for anyone's psyche in the long run.

I am focusing more on my career these days, on working out, devoting time to my hobbies and on building a rea-

sonable social life. When going out, my primary focus is to look good. This has had a tremendously positive effect on my love life. Also, now that I'm not so much focused on doing the right thing, which is a mistake I still make, my social life is a lot more fun than it has ever been.

Admittedly, I might get more women if I consciously went out and were more aggressive about my love life, but I'm happy with the way I'm doing it. I now believe that if I just keep myself in shape and wear nice clothes, I will always have girls around. Honestly, that was all I ever wanted to get out of this whole PUA thing to begin with. I know some guys want to bang 100 chicks or have threesomes or something like that. My primary goal was just to feel that getting girls wasn't really all that difficult, and that if my current girl left me, or I dumped her, I wouldn't have a very hard time getting someone new. I have more than achieved that and therefore I am happy with it. Nowadays, my primary goal is to rid myself of the remaining PUA weirdness in my head and of course banging new chicks and having fun. That's never boring!

Looking Back

Glamorization of the “PUA Journey”

One massive issue I have with the PUA community is that they put the idea in your head that getting good with women is an epic journey. It’s supposed to be a journey where you transform yourself, beating all odds, and where in the end you aren’t lonely anymore and so on and so forth. Let’s look at a speech given by DJ Fuji, a fairly popular PUA.⁴ Some say he is one of most legit coaches out there, even though that may not mean much in this industry. Don’t bother watching the whole speech — I didn’t. The first five to ten minutes are enough.

DJ Fuji is using all this self-help pep talk stuff. Of course, his talk will transform your journey, mindset, game, and motivation. Listen how he talks about having been in the marines, rich, working in a nice job and whatnot. But deep down felt inadequate because he didn’t have chicks! There was an enormously long “pain period.” You know, DJ Fuji constantly went out, but he eventually saw light at the end of the tunnel.

If you didn’t know the context of the speech and just heard parts of it, you would be forgiven to think it was taken

⁴DJ Fuji’s presentation *Identifying & Fixing Failure Factors* is [available on YouTube](#).

from a scene in the movie *300* that prepares the Spartan soldiers for battle — where a few hundred warriors slaughter the entire fucking army of Persia. Then you would get a rude awakening that, oh, he's actually talking about hitting on chicks. And, no, you should not be forgiven if you try to equate the two.

When you create an image of this being such an epic journey, as pickup gurus call it, then you'll start thinking that it is a really hard task. You will think that you'll be able to do it one day, and that if it feels super-easy, then you're doing something wrong. You'll also think that hitting on chicks is not a normal thing to do, but that it requires elite level skills which only an elite coach can teach you. If you don't have a girlfriend, you are being told, you should feel unhappy. But that's not all! Not having a girlfriend or not getting laid regularly is supposed to undermine and *devalue everything else* you have achieved in your life. All of this makes you feel that there is something fundamentally wrong with you or the way you see the world, and that you have to change this through the epic journey you are going to embark on. I could write a dozen chapters on everything that's wrong with this line of thinking.

When I was going out, this core aspect of PUA thinking probably harmed me the most. I heard all these people saying that it was oh-so-hard to get your dick wet, and that there was an inevitable "pain period." The journey was described as being so rewarding all by itself that you shouldn't use crutches. Of course, anything that gets you laid more easily is quickly dismissed as a crutch. Just think about it: If all I did was going to a bar, get a little bit drunk, talked about some random bullshit with some random girls who seemed into me for whatever reason, and eventually we had sex — then of course there would be absolutely nothing epic about it.

Seriously, if you still think about pickup being an epic jour-

ney, then please stop. Looking back, I don't think I have changed much at all. I probably dress a little better now. I feel slightly more comfortable expressing myself, which includes that I don't censor myself too much. I also feel a little bit more comfortable during physical escalation, and rejection hurts a little less now. Lastly, I have gotten somewhat better at identifying girls who are interested in me.

I am far from awesome. I am still fairly awkward socially, and still very bad at flirting. I still end up saying stupid things in conversations and chicken out from escalating. If you went out with me, you might even think that I am your typical AFC. But I know that it's fine. I am who I am, and there are chicks out there who like me. However, it's really not like chicks are perfect either. Despite all the elite PUA skills I lack, I still do pick up some babe every now and then. I have plenty of fun, and going out is not one big epic struggle for which I have to prepare myself by listening to tapes which pump me up before going out, and which advise me to carry protein bars in my pocket in case my energy levels drop during the night. You won't hear me shouting war cries in a bar or club in order to pump my state either, and I certainly won't avoid having a drink when I feel like it just because some random PUA wants to tell me that alcohol is a crutch.

So go out there, and have fun, man! Don't put so much pressure on yourself, at least not when it comes to chicks! There are really much more important things in life. Accept that we are all products of our genes and environment. Focus on things that almost guarantee that you'll get results. You know, working out, dressing well, making friends, going out, having fun, hitting on chicks and identifying which ones might like you.

Lastly, if you are a guy who is in shape, was part of the marines, made six figures by the age of 23, and are a self-made person who owns a house you paid for yourself (or

if you are roughly in this ballpark), then, for God's sake, take more pride in your achievements than DJ Fuji.⁵

⁵In no way should this chapter be understood as a confirmation that DJ Fuji really was part of the marines or had achieved everything he claimed he had. It's almost a running joke that PUAs describe how they made six figures but were feeling so empty inside, and that they eventually found their true calling, which was dressing like a clown and telling virgins how to hit on chicks. If you doubt someone's claimed achievements, then better be skeptical. It's quite likely that he or she is just making it up. — A. S.

Rejection Doesn't Matter

Let's now talk about the "rejection doesn't matter" attitude, which is the very fucking basis of the entire PUA community. I want to discuss this attitude and how it potentially leads to extremely anti-social behavior. I'll also cover in some detail why it is literally the core reason why PUA is like a cult, why this industry is such a scam and why this won't change.

Let's say some average guy discovers the PUA industry. He hasn't been very successful with women in his life. One big reason for this is that he likely cares way too much about what others think of him. So he is told that rejection doesn't matter. So far so good. He goes out, tries out some stupid lines, techniques and what not, and gets rejected a bunch of times. He thinks that something isn't right. But then his coach tells him, "Dude, rejection doesn't matter! You are improving. It's like taking baby steps, and you're taking one step after another. When you came to me, you couldn't approach, but now you can. Just keep going, man!" Freshly inspired, he keeps going, but it's the same story: he gets rejected again and again.

Here is where it starts to get shady. The point is, consistently being rejected is a sign that something isn't work-

ing. Something obviously needs to be changed. However, here the PUA gurus say, "Dude, rejection doesn't matter. You are improving. Others don't even understand what we are doing here. Cold approach is fucking hard, man!" He keeps going. Not realizing what an anti-social and mentally fucked up person he is turning into, he just keeps going. The other fucked up dudes in the "community" who can relate to his situation only make it worse. Statements like these then slowly isolate him from normal society, attach him to other similarly fucked up people and keep amplifying this cult-like problem. Since he thinks others in normal society are totally stupid and can't understand what he is doing, he only listens to people who have embarked on the same so-called epic journey.

The problem is that the guys in the seduction community are too fucked up themselves, so of course they can't talk straight. When these fucked up dudes talk amongst each other, no one really admits that neither of them is getting laid. No one talks about how they too have been doubting whether this PUA journey is really worth it. Someone might even be very bullish on PUA until that point. All these people think that picking up girls is supposed to be really difficult. Naturally, you've got to keep a brother going, so they spur him on instead of admitting the truth to themselves and others. As a result, the problem gets worse and worse.

Do you see the point? Do you realize how these statements and attitudes, when overused, amplify the cult-like feeling so much and prevent any objectivity, and keep you from ever seeing the light? In the next chapter I'll talk about the other side of the problem, which is a lot worse, and how, when coaches have a similar attitude, the industry as a whole degrades and turns into nothing but a giant scam.

Rejection Still Doesn't Matter

Let me tell you how the “rejection doesn’t matter” attitude keeps even the somewhat legit coaches from seeing the light, and keeps worsening the state of this industry. Assume the average dude from the previous chapter keeps going. Eventually he either becomes too fucked up in his mind and quits, or maybe, just maybe, after having done enough approaches, and in spite of all his cognitive dissonance, he becomes somewhat decent with women. This may only be in his head, though, because he isn’t really aware that he’s only getting a few women because he approaches such an enormous number of them. Thus, he decides to help other average guys to improve their love life. He still believes in this epic journey, and how it transforms lives. Of course, his journey has certainly been epic. At this stage, his intentions are somewhat legit, despite the fact that he’s being fairly fucked up in his head.

Good examples of this category seem to be DJ Fuji, or my second coach in NYC, Rob Judge. Actually, these days, given the kind of stuff that dude nowadays promotes and tries to sell, I seriously doubt if he even bothers believing that he is trying to help others. A part of me is seriously ashamed and embarrassed that I believed in that guy once and that I seriously considered inviting him out with my

regular normal friends. There is a good chance that these dudes have all read Tim Ferriss' *The 4-Hour Workweek* by now, and think that PUA coaching and its associated products are the perfect way to live the 4-hour workweek lifestyle.

I know there are coaches out there who have been just total scams right from the off, but I feel that a lot of coaches are somewhat well-intentioned. However, by now, they are too brainwashed to see any objectivity and are on different levels of crazy. You can see this among regular guys in the community as well. I remember some dude on the RSD forum and another one on Zan Perrion's forum who were both saying how after 1,000 approaches, from which they didn't get anything, they still genuinely believed that others should feel inspired by their journey.

So, at this point we are faced with a PUA who is all about helping others. There is a huge problem right from the get-go. The guys who are looking for help are totally clueless and very likely already too far away from reality. They have no clue what success with women means and how to really achieve it. How phone numbers don't mean shit. How maybe all you need to do is go out, talk to a few women, and just escalate if she likes you. Maybe be a little realistic about what caliber of women you can and cannot get. These guys are easily wowed. For most of them, just being able to approach a few good looking girls and getting a number means, "You changed my life, man!" I know this is what I felt after my first two or three phone numbers from cold approaching. I felt that I had somehow stumbled upon a hidden treasure no one knew about.

So the coach gets a few clients, and a lot of them say, "Wow dude, you've changed my life! This is so awesome. Thank you so much!" Of course, anyone would get a kick and a high from that. Now, if some dude comes to him and says, "I can get numbers now, thanks a lot. You changed my

life.” — of course the coach is not going to slap him and say, “This doesn’t mean shit! Tell me that I’ve changed your life once you get laid regularly with hot girls, and when your success ratio is reasonable. Until then don’t thank me!” Post-bootcamp highs, sporadic testimonials where a guy randomly picks up a hot girl and the like just makes it worse. Eventually the coach will think that he really does have special powers. He just feels great that he is helping so many people and is making a living out of it. What could possibly be better?

Then many months later, one of his clients ends up finding Aaron Sleazy’s website and his book *Debunking the Seduction Community*. He reads through it, reflects on his own experiences and realizes how he has been deluding himself for all this time and sends a stinking negative review to his coach. He tries to help him a bit, talk to him but the client tells the coach to get the hell away from him. The coach thinks, “Rejection doesn’t matter. Dude, you can’t please everyone. I’m getting all these positive replies from clients who tell me I have changed their lives, so, well, one misguided guy telling me I’m a scam doesn’t mean shit.” He focuses on clients who claim that he has had an impact on them. But the problem only gets compounded because some guys never wake up, while others, even when they wake up, are too embarrassed to talk about it and never write about their negative experiences. Others just move on and think, “Yeah, let’s forget about this. I was stupid. Let’s just move on.” The other side of the coin is that stupid people who get phone numbers are getting way too excited and write a lot about their positive experiences. Thus, the combination of the rejection doesn’t matter philosophy, very few negative reviews, and lots of fake positive reviews never let the coach see the light.

All of this eventually leads to justifying deceptive marketing and scammy products. A coach starts realizing that it’s

not easy to sell products, and that the only potential way to do it is to get slightly scammy, and to exaggerate things a little bit: “But, hey, at least my product is really good!”, he keeps telling himself. Once again, there are few negative reviews, and a lot of positive ones, and since negative reviews don’t matter, he thinks this is great. Now he freely uses scammy marketing to sell products. Soon this whole thing just degenerates. Also, because of his idea to focus only on “people he can help” and “guys who really want to change,” he keeps worsening the situation. You know, he just can’t please everyone.

Do you see now how these attitudes affect even somewhat legit people? Take into account how some people naturally care very little about ethics when it comes to making money, while others are just outright scammy, and you see why the seduction industry is what it is.

To conclude, please be careful when you adopt the attitude that “rejection doesn’t matter.” Getting rejected a lot tells you that something is seriously wrong. For an average guy, this is normally not a problem because he tends to get rejected quickly, and a lot of times it’s for a reason that is not related to him. This means it’s pretty okay. For a coach though, assuming you really do care about helping people, and this is a big *if*, please pay careful attention to every negative review, because most clients don’t know what the fuck they are talking about when they send you a positive one. Also, there are many cases where you didn’t help someone and don’t hear about it because they don’t tell you about it. They are simply embarrassed, or they realized that they have been duped, and decided to simply move on with their life.

The Importance of Spare Time

One of the major issues I have always had with PUA advice, including all the PUAs who rebranded themselves as dating and lifestyle coaches, is their one-size-fits-all approach to the entire subject. Rarely do they mention what age group their advice is most suitable for. Likewise, they seldom mention the cities or countries their personal experience is based on, or what kind of lifestyle they lead. How much money they make, or in what kind of social circle they move, is similarly swept under the rug. It would be important to know about those aspects, though.

I think that a lot of frustration guys have with PUA advice would be avoided if those “gurus” pointed out that you need to have plenty of free time or at the very least some flexibility in your schedule. Just look at your typical dating website! They frequently recommend going out three or four nights a week, and tell you to approach at least ten women a night. But that’s not all. Of course, you’re also supposed to approach women on the street, in super markets, and shopping malls. It almost seems that no matter what you do, make sure you can approach some chicks. Heck, one coach told me I should do a “30 day challenge.” This would have meant going out every single fucking day for thirty days straight. When I looked

skeptical, that coach went on to claim that he had been going out every night for something like three years.

Now the first thought that comes to your head is probably that this is quite some commitment — and it is! When you question this, the type of response a coach will most frequently give you is of the “no pain, no gain” variety, or the hackneyed rhetorical question, “Bro, are you serious about handling this area of your life or not?” If you buy into this, then meeting women, or just socializing in general, quickly turns into nothing but a drag. I remember telling my coach one day that I don’t feel that I’m getting a good return for my time for this entire “approaching random women and dealing with bullshit attitudes” thing. He told me not to worry, and that I should just keep doing it, because eventually it will pay off. That was all he had to say to my legitimate objections.

Anyway, my point is that typical PUA advice just doesn’t work for someone who leads a normal life, consisting of a day job, seeing friends here and there, and pursuing a hobby or two. A related point is the question of realistic expectations of your typical guy. Aaron Sleazy has talked about this before and I completely agree with his estimates: if such a guy gets five girls a year, then he’s doing decently for himself. If he gets around ten women a year, then he is doing really, really well. An irony is that enough PUAs who devote their entire life to getting girls don’t even get that many women. Yet, for some strange reason gullible men assume that everyone who presents himself as a pickup guru gets girls left, right and center.

In my experience, all the guys I met who got a lot of chicks were, without exception, people who had a lot of time on their hands or were willing to dedicate almost every hour outside work to meeting women and socializing. Have a look at most of the PUAs who do well, like Jeffy from RSD, Chris and Scotty from Good Looking Loser, or my

coach who had been going out every night for three years. All of them talk to a lot of women practically every day. Even Aaron Sleazy himself did his best when he had a lot of spare time. It's either that, or someone who just meets tons and tons of women through his job. I know a few such guys. One is a struggling model and actor, the other a model agent, and the last one a bartender.

I'll share my own experiences as well. During most of my life after college, I have held a high-profile job. Besides the perks of such a job, this also translated to a lot of stress and an incredible time commitment. I rarely had much time for myself, and certainly not enough to stay until closing time in a club or bar two or three nights per week. Taking my other social commitments into account, I had barely any time left for myself. Of course this also meant that I didn't get many chicks. How should I even have fit them into my busy life? Would I have tried to change this situation and force myself to meet many women, it would have affected my performance on the job the next day. But on the other hand, whenever I was on vacation or just had some time off, the whole women issue automatically disappeared.

I recently quit my job in order to start my own business. In the transition period I had lots of time for myself. My social life and the number of women in my life increased dramatically almost overnight. The reason was simply that I had a lot of time to kill. I would go out randomly three to five nights a week and stick around until closing time. If an event finished early, I would arrange to hang out with some people afterwards. When I wasn't entertaining friends and friends of friends I had drinks with some random people. Going on a date with a so-so girl or just going out seemed a better option than staying at home and watching yet another TV show or movie. Of course, my social life ended up being awesome. However, the

moment the pace picked up at my new venture, my social life more or less evaporated.

The take-away message is simple. If you're an average guy, then don't read up on the exploits of some random dude on the Internet and get all depressed. The stories are either completely false or embellished, and in the rare case that they reflect the truth, then he was in a position that made it easy for him to get laid. Just take into account that everyone's life circumstances are different. Of course, if you don't have much time anyway, you probably want to recharge in the evening or on the weekend instead of hitting on some random broads in a club.

Hypersocial Women

I have almost completely stopped reading PUA websites. However, any time I do read something I get enraged at the bullshit people write, which seriously makes me question whether we live on the same planet.⁶

Let's talk about the PUA belief that "attractive women" are always going out, and always meeting other guys. If you plan your dates, you therefore better pick a Monday or Tuesday night because every other day of the week her social calendar is so bloody packed. You better do something super-interesting so that she is compelled to say yes, and send out clever date invites like "up for a game of pool with NYC weirdos and soccer moms", a line from Rob Judge, because if you don't make yourself sound really interesting then, well, she's just going to meet all those other fabulous guys who will fuck her instead.

I don't know in which world these PUA coaches live in, but in my world, going out a lot and being social requires time, energy and, most importantly, *money*. However, if a girl has the money to go out a lot, this would normally mean that she has a decent job — but this automatically means that she won't have all the time in world. The only activity I can imagine that may not require money is if a

⁶Sinn's blog post "[Girls as Options Traders](#)" is responsible for this chapter.

girl goes clubbing where she can mooch off some club promoter. That's it.⁷

Let's put the fantasies of PUAs aside for a moment. My own experience tells me that most women complain a lot about how they never meet a decent guy, and haven't gone on a serious date for quite a while. Oh, and normally it's been a long time since they've gotten laid, too. I'm sure a lot of guys have experienced that when they start having sex with a new girl, it often seems like she just can't get enough of it. All of this is a big reason why girls, once they get into a relationship, just don't want to let go because finding another decent guy takes such a lot of effort. The percentage of girls who are constantly going out, socializing all the time, and hopping from date to date is very small indeed. I'd be surprised if it was more than a few percent.

Now let's talk about my own social calendar. I've got a stressful job, which means that I'm usually a bit tired after work during the week and don't really have a lot of energy left. My hobbies take some time and I have normal friends I like to meet as well. So, well, I don't exactly have a lot of time on weekdays. Also, I'm certainly not going to schedule everything in my life around meeting women.

Speaking of scheduling dates, I can only advise you to schedule them whenever the fuck you are free. If you are only free during the weekends, ask her out on the weekend. If she's not free, assuming she likes you, the two of you will be able to figure out a time that works for both of you. If she lives far away from you, then of course you won't schedule the date next to your place. This is not so

⁷However, even if a girl is so well connected that she can go clubbing for free, she would normally still have to spend a lot of money on shoes, dresses, and makeup. Any exceptions you could think of would be too remote to the world of PUAs, like rich heiresses who jet-set around the world. — A. S.

that you make it easy for her to say yes — it sounds too much like, “Oh, please Lord, I hope she says yes!” No, it’s simply because you want something that works for both of you! That’s at least what normal human beings do.

Dating only works *if both of you want it*. However, this is a concept which, for whatever reason, PUAs just don’t seem to understand. If she likes you, she will want to meet up and go out on a date with you. This means that she’ll work with you, and not against you. You are not working against the girl nor are you trying to sneakily get her to say yes, and you certainly won’t ever put your dick in her pussy without her realizing it. So just stop trying to be oh-so clever and put so much pressure on yourself.

On all the dates I have been on, the girls were very forthcoming and trying to find a place that was convenient for me as well as her. This is the behavior of normal people. But if you read PUA articles, you may think that if you’ve found a girl who acts like that, you’ve found someone special. I can assure you that this is not the case. Normal people are the norm, and crazy weirdos the exception.

There is one last thing I want to mention. Look at the article I referenced. It’s a very typical example of how PUAs sweep 99% percent of what really matters under the rug and focus on the remaining 1%. In this article, Sinn tells you to ignore cases where you emotionally connected with the girl, or where she is new in town and doesn’t know many people, or where you met her through friends, or where she is single and actively looking to date. So, basically, Sinn is giving you advice on what to do about women who you did not emotionally connect with. Further, she is not supposed to be new to town. She knows a lot of people, and you did not meet her through friends. It just gets better and better, because the kind of girl Sinn tells you to focus on is *not single and not actively looking to date* either. I’ll leave it up to you to figure out everything

that's wrong with that position.

Fake Anti-PUA PUAs

There is a phenomenon I'm noticing these days: A lot of PUAs are catching on to the fake anti-PUA train. Let me explain what I mean by that. First, they will have few customary posts on how PUA stuff doesn't work. Later on, they tell you that looks are not nearly as unimportant as "other PUAs" claim and that it's really a numbers game in the end — "But still, dude, game works! All of what RSD, Love Systems and others teach is crap. "But, dude, here, take my advice! It works!"

Before I write anything further, I would like people to read a particular comment written on the blog [The Black Pill](#). I am not saying whether the website is good or not, but just that this comment is really nice. It shows how even guys who claim to be somewhat honest are still crap.⁸

⁸The following comment has been [reproduced from The Black Pill](#) and slightly edited for readability. A user named Kevin writes:

Roosh is involuntarily honest. He does not set out to be honest. In fact, he explicitly claims that game is real and a major part of his success. But if you have any brain and read between the lines, he pretty much admits straight out that game does not work and that it's all about numbers. He admits this again and again and again, but his readers don't seem to draw the obvious conclusion. It's surreal.

Either Roosh is incredibly clever at marketing or a complete idiot who stumbled onto an important fact about

Let's look at some examples of PUAs who are on the fake anti-PUA train. First up, Sinn. He has a few posts on how he hates Style, how he hates the other PUAs giving crappy advice and so on and so forth. But then he comes up with a post called "Five Types of Cold Reads." Like, really, dude?! And you are saying that other PUAs are crap?

his audience. When he makes these "candid" posts about how game does not work, he is trying to boost his credibility and make himself "relate" to the struggles and failures of his readership. The thing is, anyone with a brain soon realizes that Roosh is providing strong and repeated evidence that game does not work, and anyone who has the kind of personality to religiously believe in game actually does relate to Roosh and completely fails to connect the dots and see that Roosh is practically screaming at him, again and again, that game does not work. Now, the critical thinking guys who would draw the obvious conclusions from Roosh's posts would have left game sooner or later anyways, and the religious types are completely irrational anyways, so they completely ignore what Roosh is actually saying and just "relate" to his failures on an emotional level. It is either a brilliant strategy or a completely accidental tactic that is a good example of an idiot succeeding despite his incredible idiocy, heck, because of his idiocy.

Interestingly, I used to follow Roosh, and his repeated self-admitted failures with game and women was one important factor in getting me to question game: Roosh wrote this book about his travels in South America, which I read, in which he repeatedly details his failures with women. It's quite clear that he had practically no success with game in South America and gives this lovingly described example of this Italian guy who he says did everything absolutely contrary to game and yet was hugely successful with the women, to the point where some women were throwing themselves at him. Roosh then says that this guy was just a bizarre outlier but game still works! Again, either he is an irrational wacko, or he has a fiendish grasp of the irrationality of his audience and their appetite for cognitive dissonance.

Next, Rob Judge. He claims repeatedly on his website that PUA is dead and why PUA advice is crap. Yet, he comes up with a product in which he sells a special “system” for getting women. He calls it F. E. R. A. which stands for focus, emotion, rapport and arousal. This sounds suspiciously similar to Mystery Method, doesn’t it? He gives advice like you should you use “Statement Roulette,” “3 step and spin” and whatnot. He also sells products mentioning “7 Steps to get Women,” “Secrets to getting FHM Cover hot Models Bending Over Backward for you” and so on and so forth.

Another random website which I came across was called *Why I hate being a PUA*. Imagine a guy writing an article like this and selling or affiliate marketing a product at the bottom with the tag line, “Ask her these 3 questions scientists use to get laid... And you’ll get her, every time! Click here to discover a ‘simple trick’, so you can see inside any woman’s mind and know exactly what she is thinking about you.. Instantly and absolutely free.” Funnily enough, after I called him out on my blog, he removed that part.

I can give lots and lots of such examples. Take DJ Fuji. He is probably at the forefront of the seemingly-legit-PUA-but-actually-not movement. He says you should work on your fundamentals but then says that when he’s coaching you, he will give you a customized routine stack to “automate your verbals.” He says you should have reasonable standards, but on his website you’ll find: “How a 5’4” tubby asian pulls models, strippers and blazing sex goddesses from the hottest clubs and can teach you how to do the same in three short days.” He was also trying to defend himself, unsuccessfully, on the topic of PUA in some online conversation and said that he will demonstrate the “hardest” set of the night. Words can’t describe how much is wrong with even spending a moment of your focus on

such a thing. He said when he meets ten clients, four of them hate him but six like him and he focuses on those.

To conclude, please stay as far away from PUAs as possible. Even if someone seems somewhat legit and claims that “other PUA stuff” doesn’t work, or he doesn’t really think of himself as a PUA — Zan Perrion comes to mind and, yes, he’s just as bad as others if not much worse —, he is still almost certainly a total scam.

If you are Skeptical of Anti-PUAs

There have been a couple of instances recently where I got into a debate of pro-PUA versus anti-PUA people. This just made me want to write about my own experiences and how I, too, was pro-PUA at the beginning, how I grew slowly skeptical and how I eventually dropped anything related to “game.”

You broadly know my story and what experiences led me to where I stand today with my view on PUA. Right now I want to talk about a slightly different aspect. This is primarily aimed at people who are honestly trying to figure this shit out for themselves. Maybe they realize there’s something wrong with PUA, but think that people like Aaron Sleazy or the website Seductionmyth.com are too extreme in their views, and that there still is some validity of at least some of the stuff PUAs teach. I can already assure you there is none, but I just want to talk about this for a bit.

I never seriously bothered with routines, eliciting her values, or any of the other things PUAs peddle. However, whenever I have used something, it just never worked. I got lots of phone numbers right from my first day of cold approaching. Yet, I never got anywhere with them. Iron-

ically, I went the farthest with chicks when I completely dropped game altogether. I was just talking normally to girls who showed a lot of interest straight away. Right from the beginning, they contributed heavily to the interaction themselves, such as sitting with me and ignoring their friends for a while and the like.

When I first came across people like Aaron Sleazy or Sixty I thought they were too extreme. Sleazy basically says in *Debunking the Seduction Community*, “Work out and dress well. Be a normal social guy with friends and hobbies. Pick an environment in which you feel comfortable, and don’t fuck it up with girls who like you!” Sixty tells you to approach lots of girls, look for a girl who doesn’t reject you, and escalate fast and heavy. That’s all.

The PUA community says that these guys have “internalized” all the other skills, so for them all this is irrelevant.⁹ Yet, for a guy who is starting out, all the stuff they teach is important. After having a lot of the experiences I talked about earlier in this blog, I realized that there is quite a bit of merit to what Sleazy was saying, but I still thought he was too extreme.

I thought there was value in stuff like doing role plays, creating the “us vibe,” learning how to tell good stories with emotional highs and lows, making statements and never asking questions, focusing on self-improvement, working on your inner game, being super playful and not getting all serious, not handing out too many compliments, sending playful text messages, being a non-reactive “alpha-

⁹When I first heard statements like this, I could nothing but laugh because I never embraced any of the concepts of the “community.” The reason was that I knew guys who were successful with women, and what they did had nothing at all in common with Mystery Method, Ross Jeffries, or any of the “inner game” stuff various companies teach. It’s thus more than a tad ironic when I read that I have “internalized” something I have always been completely turned off by. — A. S.

male” and the like. I thought maybe all this was obvious to a guy like Sleazy, but clearly I am not that good.

Then I had other experiences. In trying to be clever about what to say, teasing girls, being non-reactive to situations, focusing on self-improvement — I lost a few friends because they thought I was acting weird. There were a few instances where I did everything opposite of conventional “community wisdom” and girls loved me. You can read more about this in the chapter “You Don’t Need to do Too Much.” Also, I thought back to my high school days where I was this young and innocent guy who complimented women genuinely like crazy and did a lot of so-called AFC beta stuff. Nonetheless, a lot of gorgeous girls seemed to be interested in me. In comparison, most of the PUA stuff never felt natural at all. So I decided to drop a lot of this and started doing whatever the fuck I wanted. I was almost instantly happier and felt a lot more peaceful as a result.

By this time a lot of this stuff made me think that absolutely none of the advice PUAs give is worth it. One final thing — and this one hit me a lot — was when I saw a couple of famous PUAs talking about their current hot girl. However, when I met those girls, they turned out to be very plain and average at best. I must have turned down dozens of girls of that caliber. This one made me really see the scam that PUA really is. At this point, I was like, “Sleazy is almost 100% correct that there is literally nothing about game which is useful.” Interestingly, when I read *Debunking* again recently, I found myself agreeing 100% with everything he wrote, when earlier I thought, “Yeah, I agree, but that Sleazy guy is too extreme.”

To conclude, if you think a lot of anti-PUAs are angry and bitter or that they’re missing the point when they recommend escorts instead of countless cold approaches for rich guys, that they are probably not successful with girls, or

that they have “internalized” a lot of skills or anything else — please think again. A lot of us really just see this whole thing for what it really is, namely a complete charade. If you don’t yet agree with the anti-PUA position, then reflect on your own experiences. Eventually you will realize that they are right. It’s okay if you don’t do it right now. I know I was doubtful at the beginning, too.

If you are fully immersed in PUA advice right now and think it’s the solution to the problems in your love life — at the very least just drop in and read posts and comments at AaronSleazy.com and SeductionMyth.com. Also remember that these guys are not selling anything. You can argue here that Aaron Sleazy makes money from this as he sells books and phone coaching, but given the smart guy Sleazy is, if he wanted to make lots of money from it, he is doing a piss-poor job of marketing it. So for your own sake, check out those websites every once in a while. Read what people have to say on there. Maybe even try what they are proposing. Try to be a bit objective about your experiences. Slowly, you will come to the exact same conclusions as me.

Lessons

Standards and Personal Goals

I used to hear from a lot of guys that the girls they are with are very boring, or how they have to kick out a crazy girl the next morning. They tell me that most girls are super crazy. Many can't hold a conversation, and hardly ever do they meet girls who are "girlfriend material." However, this completely contradicts my experiences. The few girls I had gotten were all awesome in many ways. They had good looks, came from respectable families, and had a well-developed personality. So I could not relate to those guys.

Then I started noticing the girls a lot of guys who are very good with women get. A common pattern was that those guys did not care much about the personality or conversational ability of their girls, or even whether they had a pretty face. To them, the most important thing seemed to be that their body was good enough. On the other hand, I was unconsciously only taking any interest in girls who were very good in every way. This is of course much harder. Consequently you'll have a greatly lowered success ratio than if you'd take basically any girl that isn't obese.

I used to assume that the girls which a lot of these guys

fucked were all awesome in every way, just like my few girls were. Of course, there's absolutely nothing wrong with banging girls whose attention span is too short to digest the headline of a newspaper. Yet, the point is: have clear standards for your girls, and make sure they are aligned with your goals.

If you are just looking for random sex, just don't bother so much with whether she has a cute face or not, or whether she can hold a good conversation for 20 minutes. I'm not saying that you should try to fuck anything with a hole in it, but I have noticed that a lot of inexperienced guys like me confuse the goal of having random sex with the goal of getting a high-quality girl for a relationship. They think they should have lots of random sex with a ton of high-caliber girls. But it just doesn't work that way.

If you just care about having a lot of sex, just look for girls who turn you on. That's it. Since I started following this maxim, I noticed that I've been able to pull off some really crazy shit. This is because you inherently don't care about these girls, which makes you shamelessly go after your desires! After all, it's not as if you view them as girlfriend material to begin with. Interestingly enough, this makes those girls even more attracted to you. Even if you happen to lose some girls in the process, you don't really care.

Once I almost pulled off a threesome. In the end though, the girls said this was too much for them, so I had sex with them individually. I think I was able to go after it so shamelessly because I did not care much for these girls beyond sex. This is a point which I feel most PUAs are unable to accept. Would they admit to themselves that all they are doing is just having a lower bar when fucking random girls, then this meant that all the time they spent trying to learn "game" was completely wasted.

The flip side of this is that you don't have to care when

some PUA dude mentions a crazy number of sex partners. Almost certainly, those girls were not super-high quality. Getting super high quality women from cold approach on a regular basis is impossible. I have seen some white dudes in NYC who fuck a lot of Asian girls. But when I told them that most Asian girls accept a much lower quality white dude over an Asian dude for casual sex, they understandably got very defensive since this meant that their “success” didn’t have that much to do with themselves or their allegedly amazing game.

Or look at some guy like Jeffy from Real Social Dynamics. He has pulled off some crazy shit and he is known to fuck a lot of fatties. I have no problems with guys fucking whomever they want, but for anyone reading about such stuff — just take everything with a grain of salt! Seriously, if someone went around telling average guys that they only get to fuck reasonably average girls who wouldn’t even say no, then nobody would praise their “game.” Instead, they would all say, “Yeah dude, no biggie there, I know.” But really, that’s all it is.

Realistic Goals

Let's talk about having realistic goals. This is also a total departure from what PUAs teach, namely that no matter who you are, you can bang a ton of hot chicks. I feel the very few legit virgin-to-pussy heaven kind of stories that do exist in the PUA community actually hurt you more than help you for two reasons. First, the story itself is an outcome of a very strong selection bias and, second, they don't talk about related circumstances. Some had all the time in the world and went out something like five hours a day for seven days a week. Others were willing to bang anything that moved, and some lucked out and managed to get into a social circle that made it easy to get laid. Think of club promoters or bartenders! Yet, by not addressing those important issues, those stories give you false hope and lead to a distorted perception of reality. It only sets you up for a fantasy which will most likely not ever be fulfilled, and this means it may hurt you a lot.

Another horrible point is that these guys then normally credit their newly acquired "mad skillz" for their results, and not the fact that maybe earlier they were just not going out enough, not recognizing girls who liked them and not escalating on them. When I moved to NYC, I was almost a virgin. I had moved from a completely different country, lacked social skills, and didn't know many people. At that time, my focus should have been on making new friends,

getting a few dates and just generally going out and talking to people. Cold approaching should have been more of a supplement instead of the main thing. When I did all these approaches, I lacked cultural understanding and I also lacked reference experiences of being sexually comfortable with women. The only experience I was getting was with women who were in hectic and crazy environments. Later on, after I had detached myself a bit from PUA, this was the area I focused on, and this is what ended up making me happy and giving me results.

I definitely feel that this is a problem a lot of people in the seduction community share. They simply pursue wrong goals. Some of it comes from the fact that pickup is supposed to be this epic journey where you beat all odds, seduce one hot woman after another, and in the end you will be declared a hero by your fellow PUA tribe members. Honestly, if people just focused on basics like making new friends, picking up a couple of social hobbies, and just asking girls out on date, then most of their problems would be solved. What instead ends up happening is that a bunch of guys who are all extremely incapable in the social realm, and who haven't even had any good-looking female friends for a while, let alone a girlfriend, team up to go talk to hot women in relatively hostile environments like night clubs or busy streets.

I think people should first focus on making some decently cool friends, both male and female, getting a social hobby or two, and going out with people they meet in those environment. You'll probably get a few dates through those friends, or through friends of friends. If you think you have to cold approach, then do it sparingly and just focus on having reasonable conversations. If someone can't even do this much, then sleeping with hot women on a regular basis or pulling 90% of your first dates should be the last thing on your mind. Just focus on being more ag-

gressive, more sexual, flirting more, making out regularly with girls in bars and clubs and the like. As a next step, try sleeping with a few girls and get some basic sexual experience. Once you can do that, *and only then*, you can focus on becoming this mad player who can get an instant make out from a girl that is surrounded by five AMOGs¹⁰ and pull her into the bathroom stall within ten minutes. Well, if you're still interested in pickup at that point.

¹⁰AMOG is one of the more absurd acronyms in the community. It stands for "alpha male / other guy", but it is not supposed to imply that every other guy is an alpha guy, despite appearance to the contrary. An AMOG is some dude, often in the group of the girl a PUA is hitting on, who interferes with the plans of our little master pickup artist. Sadly, it never occurred to PUAs that other guys react in a hostile manner to them because they are just too fucking weird. — A. S.

You Don't Need to do Too Much

PUA dudes say that you should never use self-deprecating jokes and then say that you should show some vulnerability so that she sees you as a real person. They also say that you should only text girls after meeting them and never call them, and that you should only ask girls out casually for dates and never seriously. The text messages you send should never be longer than hers. One dude says you should include smilies in your text message, while another one advises you to never use smileys at all. You should only tell stories where it seems that girls chase you, and never ever the other way round. You should only give her light-hearted compliments, and not like a "beta" who is falling over himself to tell her how amazing she is.

You should be non-reactive when a girl "shit tests" you, and pretend that nothing ever affects you. Especially, you should never be emotional in front of women. That's of course because all women only like tough "alphas." There are other guys who try to reconcile those conflicting theories, and they tell you how and when you are supposed to be "beta", and when you have to "act alpha." They hypothesize about when you can call a girl, and when you can only text her, when to compliment her and when you can't, when you can be vulnerable in front of her, and

when you should act all “alpha”, when you should act like a player and when like a genuine person. Don’t even get me started on push-pull, being caveman, getting into state, NLP, cocky-funny, role-plays, creating the “us vibe” and whatnot. Frankly, I don’t even properly know what half of these things really mean.

All of this is too much!

Most of this shit doesn’t matter at all. In an attempt to make use of those concepts, guys just become socially awkward and get out of touch with their own personalities. Just do whatever the fuck you want! If some girl “shit tests” you, and you didn’t like it, then tell her that she’s a bitch. Use self-deprecating jokes if you want to. Call a girl if you feel like speaking with her. Compliment her to the point of embarrassment if you think she looks gorgeous. Tell a story in which you did something totally stupid and embarrassing. Indulge in boring “beta conversations” by asking her what she does for a living or how her weekend was. Just do whatever the fuck you want, man!

The idea that there are so many things you should do, and so many others you shouldn’t do is exactly what you shouldn’t be telling a guy who is already too nervous to talk to women and too much in his head anyway. As I’m distancing myself more and more from the community, I find myself doing a lot of things which are strongly advised against by PUAs, but which I just feel like doing. In the process I actually feel much happier and I also tend to connect better with women.

You Really Don't Need to do Too Much

Let me give you a few examples from my own life. I'm someone who likes to complement women a lot. I also tend to make self-deprecating jokes every now and then. I used to do this earlier in high school, but completely stopped after college because this was such a beta and AFC thing to do. What happened was that with a lot of such advice put together, I lost a lot of the genuineness and spontaneity I have had.

There was this really beautiful girl who used to come to my dance classes. She was an absolutely fantastic dancer, which intimidated me even more. Therefore, I never asked her for a dance. I always felt like complimenting her because she was just so good. But I never did because I thought only AFCs and beta males would do this. One day she was sitting next to me, and I thought, "Fuck it!" I said to her that she was such an amazing dancer and that because of that I was always intimidated and never asked her to dance with me. She was blushing so hard!

We danced that night and were talking a lot. Another night I came to the party really drunk and then danced with her, kept holding her really close and was generally very awkward. Then I told her that I was really drunk

and wasn't going to torture her with another song. According to PUAs, that's just another beta statement. Yet, after that night, she just never let go of me. When I came to the party, she would just drop whatever she was doing to come over, hug me intensely and kiss me on my cheeks. We would dance all night and she'd introduce me to her friends as well. I think you get the point.

There was another instance when I was at a salsa party when I was on vacation. There was this super hot Spanish salsa instructor. She was dancing amazingly well and also in a very seductive way. She was one those really intimidating hot women and easily one of the hottest I have ever seen in real life. Please mind that I have been to a lot of upscale clubs in many major cities all over the globe. Normally I wouldn't dare talk to such a woman, or at least not without some liquid courage.

Frankly, I was a bit drunk. I told her that I had come to this place and wanted to dance and show off my skills, but that after her performance I felt stupid and wouldn't dare step on the dance floor. This was a far cry from what a non-reactive, super alpha dude would have done, but I genuinely felt like saying that at that moment — and something amazing happened after I had shut my mouth again. She suddenly started acting like a little girl and took my hand, and we started talking. We danced for a bit, but I was clearly no match for her. She had been dancing salsa seriously for fifteen years, and I had been practicing it for maybe fifteen weeks. But she kept dancing with me. Later that night we made out, and if I hadn't had to leave for another city the next day, probably more would have happened.

The point is that you should just do whatever you want. I'm not saying that overtly complimenting women will get you laid more often, or that doing x, y, z is better. Just do what you really want to do, but keep the basics in mind:

dress well, talk to women you like, and see if she seems to like you. If so, then move things forward either physically right there or ask her out on a date. Apart from that, you can literally do whatever the fuck you want. Eventually you'll learn from your experiences and refine your style. I think the main problem really is that guys censor themselves way too much, and try to follow a bunch of arbitrary rules, which lets them never get out of their head.

The Purpose of PUA

I have been meaning to write about this issue for a while, but right before I was going to post it on my blog, Aaron Sleazy beat me to it with almost the exact content I had written myself. So instead of repeating everything, I'm referring to this awesome blog post "Why Cold Approaching is pretty much useless", which you'll also find in the appendix.

Now that Sleazy has stolen my thunder, I will just add a few things to offer my own views on related matters. I want to talk about what I feel the purpose of any dating coaching or PUA advice should be. In my opinion, the point of pickup is to maximize the quality and quantity of women you can get in your life with the least amount of effort on your part. The effort consists of everything you put in, i.e. money, time, loss of mental peace, or opportunity cost of not doing something else during that time and with all that money.

When you view most of PUA in this light, you will probably come to the same conclusion as Sleazy in that post, namely that cold approaching is pretty much useless. Just think of how cold approaching is typically recommended: Got to a popular mainstream club on a busy night and indiscriminately approach ten chicks. Really, a lot of activities are better than that in the sense that they offer the potential for better returns. Better returns of course also

means reaching the same goal with much less effort.

Think of activities like dancing, yoga, playing intramural sports or art lessons like painting! They all offer you the potential to meet very attractive and much higher quality women in a much easier way. You choose an interesting hobby, which you will quite possibly enjoy a lot, and maybe you'll even excel at it. This way you will make interesting friends, you are in an environment that's not hostile, and it might even improve your overall health and fitness. It certainly won't be damaging to your mental health. By now you can probably guess why I much prefer this route.

Let's go one level deeper and look at individual aspects. First, consider *venue selection*. Going to salsa parties, jazz clubs or alumni events are all superior to hanging out in mainstream clubs. It's much easier to start conversations with people, it's easier to make friends, and it's obviously much easier to pick up chicks there as well. If street game is your thing, then hanging out in a park or attending daytime concerts will lead to much better results than aimlessly roaming the streets.

But there is more! Many people in the community try to give advice on how to deal with tough situations like so-called hard sets, which is PUA lingo for women who are hardly receptive if not downright hostile towards you. Once again, there's absolutely no point in trying to be all macho and attempting to get the difficult girl when there are women around who would much more appreciate talking to you. The purpose is to make the whole thing super easy and fun, and not the other way around.

So far I have not even explicitly talked about how constantly cold approaching damages your psyche, wrecks your self-esteem and turns you into a weirdo. Going to places you truly enjoy helps a lot with all of that. This is

exactly why a lot of PUA sites have articles on dealing with emotional ups and downs, and how this is such an “epic journey.” These guys somehow managed to turn having a social life, partying, hitting on chicks, and going out from being among the most fun things one can do into a complete drudgery. Pickup isn’t supposed to be super hard. It is and should be fun.

Now if someone tells me that they have plenty of time and energy, but no money to spend on activities — even then I’m going to say that “sarging”¹¹ is useless. It’s much much better to spend your time on becoming a club promoter or just making friends with a few rich guys, and spending time getting girls to those parties. If this is out of your reach, then maybe you can become a bartender, which is also a fun way to easily meet a lot of girls.

The only reason I feel you should be doing cold approaching is if you can seamlessly integrate it into your lifestyle. Say, you’re out shopping for groceries and you see a girl. Of course you can then go talk to her. Or if you are out with some friends at some club and there are women there who you like — just go talk to them! However, freeing up a few hours in your schedule with the sole purpose of hitting on chicks is not something I feel anyone should do, no matter what your situation is. It’s simply because there are always many infinitely better options available.

¹¹“Sarging” is a PUA term for the act of randomly approaching girls. It’s implied that the woman has shown absolutely no sign that she wants to be approached, which refers to Johnny mentioning the obsession with “hard sets” and cold approaching in the PUA community. — A.S.

Measuring Progress

I am very surprised no one talks about how you should measure your progress if you decide to focus on improving this area of your life. Given the amount of time PUAs tell you to spend on your epic journey, you should definitely know whether you are indeed making progress as opposed to stagnating or even worsening. You can only make appropriate changes if you know whether you're improving.

On a typical night out, contrary to what most PUAs would have you believe, most of the girls are not really looking for a guy and, frankly, no amount of game can change anything about it. Among the girls anyone has a shot at, there will be quite a few who won't consider you to be their type. Others may not want to look like a slut in front of their friends, and of course there is a myriad of other possible reasons why you can't get with them, no matter how good your "game" is. Realistically speaking, there is only a comparably small number of women on any given night you have a chance of getting with.

Statistically speaking, most of your approaches — if you approach indiscriminately — are going to end up in rejections, and for those it doesn't really matter what you do.¹² Your focus should therefore lie on interactions with girls

¹²This is why it's so important to find your niche. This doesn't mean that you'll magically end up in a position where you can have any girl

you have a shot with. When you get rejected right from the off, or when you find yourself in a situation where the girl is merely being polite but just not interested at all, then there is just nothing you can learn. Likewise, there is nothing to be improved there. Of course, there are extreme cases of guys that approach, say, fifty women a night, and they all turn them down immediately. Those guys should definitely reflect over what they are doing. But barring that, only focus on how well you do with women who seem to like you. There is not much worth learning from rejections, nor can you improve much other than trying to identify these women in the first place and not approach them at all.

This is another major problem with pickup, i.e. the focus is fucked up. If you go around approaching women indiscriminately, just like PUAs recommend it, and then worry about why you get shot down a lot, then something is clearly amiss. Since you are thinking about that, you will be more concerned about your success rate than about making it happen with a girl who likes you instantly — should you happen to accidentally come across one. Just focus on how well you are doing with women who like you. This is the aspect where you should see regular improvements in your results. Of course, there is something to be said about improving your odds before the approach by screening, working out, dressing well, and picking the right venues. But in terms of actual approaches, this is what you should focus on.

If I look at my own results, I can clearly see that I have improved a lot and fairly consistently. I still remember very vividly the first time I was close-dancing and grinding with a girl. It felt so awesome. However I was barely able to muster up the courage to have a chat with her later

you want. However, the number of girls who are potentially interested will be significantly higher. — A. S.

on, much less to make a serious move on her. This has improved steadily. Slowly I was able to actually pull girls closer to me while dancing, then I was able to hold steady eye contact. Nowadays I run my hand through her hair, hold her close to me and look at her in the eyes. I have no problem anymore with asking those girls out on dates, or flirting a bit. I feel more comfortable taking the conversation into a sexual direction and I'm able to do it earlier. I can also ask women to come home with me, which was something I didn't have the balls to do before.

Of course, there is a lot more to improve but now that I feel I'm looking at the right metric, I'm not confused anymore. I know that I'm making progress. Because of that I also feel better and I'm no longer constantly frustrated. I now feel that game and self-improvement in this area are primarily about getting over your own fears and anxieties, and just expressing yourself.

I wish that someone in the PUA community had told me this earlier. Then I would have known not to approach women indiscriminately, and I would have realized that most rejections don't mean anything and that what you say hardly even matters. What matters is that you get over your anxieties and that you sexually escalate when a girl likes you. Looking back, there were so many women who liked me, but I fucked it up because I had been focussing on the wrong things. However, I'm actually very happy that there were so many high-quality women.

It's very liberating to know that there isn't much you can do when you are approaching and that you aren't going to suddenly make a girl horny that just isn't into you. I guess "game" comes down to pinging a lot of women in a short amount of time. When you see a girl who likes you, escalate. Over time, you will become smoother in your escalations. You'll be able to ask more women out on dates, learn to tell shy girls who actually like you from the

bitchy ones, become bolder, and overall you'll get further with these women and get more of them.

Moving On

PUA for the Average Guy

Recently, Aaron Sleazy wrote an article on why cold approaching is almost useless. It seems to have generated a huge buzz on a number of forums and on his blog. Those who were disagreeing with him seem to have completely missed the point of the post which is that you shouldn't approach strangers *indiscriminately*. Either approach people who seem open in general or people who seem interested in you specifically, but don't approach randomly. Since I believe it is a very important topic, I want to elaborate some more on it. Now, before someone accuses me of being a Sleazy fanboy, which you are free to do, I would appreciate if you read this chapter and just reflect on your own experiences.

One important point the PUA community seems to miss completely, and I know that by now I have really overused this phrase, is that they don't talk about your target audience. To give you some background information: According to various statistics, the average number of sexual partners is around seven in a *lifetime*. Just as a side note, some surveys say that the averages for guys and girls are different. Assuming a large fraction of sex is done between one man and one woman, and that the number of men and women around the world is roughly equal, the

number should be the same for both sexes. Generally, however, the average is distorted by outliers. This means that the median should be lower. I will let you draw your own conclusions from these figures, but it is safe to say that fucking twenty new women a year is not really on the mind of an average guy.

I like to think of myself as an average guy with relatively modest goals. My goal with PUA was that I wanted to feel more comfortable and confident about my love life and around women, bang a few chicks here and there, and then settle down with a high quality girl. I think most guys have similar ambitions. All the stuff I share on my blog and in this book, and the spirit of Sleazy's post, is in a similar light, namely that it is all meant for the average guy. It's not necessarily for the guy who wants to fuck a new woman every week. I believe that even for a guy like that my advice is well suited, but I can't say for sure because I am not that kind of guy.

To become a guy who gets a few high-quality women a year, you really don't need to have absolutely zero approach anxiety, social anxiety and sexual anxiety. You don't need to be able to get five make outs every time you go out, or have to be completely immune to rejection, and please also forget about approaching only the "hardest sets," and quit your pipe dreams of "converting 90% of your first dates into lays," as PUAs like to phrase it. Also, don't feel bad if you don't have sex with every new girl within an hour of meeting her and giving her ten orgasm in twenty minutes and whatnot.

You should be more than good to go if you simply go out a bit, pursue some hobbies, have fun with friends, and ask girls out on dates who seem interested in you. This is what most average guys want anyway. It's one thing to say that you are out on a business dinner, see a girl you like and try to chat her up, but constantly going out with

the sole purpose of meeting women isn't something I'd recommend for anyone. The primary value of cold approaching as I see it is that you see that you can actually approach strangers. This is also much better cultivated in a warmer scenario because people will normally be much more friendly, but strictly speaking, those would be warm approaches then. It's high time some people realize that it takes two to tango.

If you never get a date from your social circle or warm approaches, then, generally speaking, your problems are not related to girls. It's almost certainly something else, but before you start dreaming of pulling girls, you have to sort out your basics first. Once you have done that and are able to get a few girls the way I just mentioned, and basically achieve the goals of the average guy, then go and do whatever you want. However, I have a strong feeling that if people actually stuck to their social circle and did warm approaches, then most of them wouldn't even bother with PUA nonsense afterwards.

PUA for the Totally Clueless Guy

As I have written before when I was telling you about my background, I come from a very conservative family. In college I barely had any interactions with women. At the end of my junior year I went to New York City for the summer to work. It was here that I took my first ever salsa lessons. You may not believe when I say this, but I almost didn't go. I had paid the money in advance, but ten minutes before the lesson started, I just felt so uncomfortable. Walking to the class was a huge mental struggle. I walked there and then back due to my anxiety. But eventually I turned around and went to the class.

I was incredibly anxious about everything. I was anxious about my dancing abilities because everyone told me that I was a pathetic dancer. I was anxious about meeting new girls, and dancing with them. Then I had some fucked up notions about what salsa dancing was supposed to be like and so on and so forth. Right before the start of the lesson I was so anxious that when the female instructor there said, "Hi, how are you?", I couldn't say anything in return. Her name was Eva, and she was so hot. I still remember her clearly. As soon as the lesson started, I realized that everybody else was anxious, too, because none of us knew how to dance. But the instructor was very sympathetic, the mu-

sic was good, and she made us laugh so we all quickly felt a lot more comfortable.

After that I went to my first salsa party. You may once again not want to believe it, but before this night, I had never been to a club in my entire life. Yes, I had been to a couple of bars, but never to a club or a dance party. I was so tense that the entire night I didn't dance with a single girl. At the very end I danced with some girl for a bit, and this was my first dance night. I could go on and on with my stories, but the point I is that I have been there, and I understand. I don't want to make this into a contest about who comes from the most fucked up background, but trust me when I say that very few guys come from a more fucked up place than me.

Looking back, had I got into PUA at this stage, I seriously don't know how badly it would have fucked me up. The problems for me, or for anyone in a similar position, were not chicks related at all. It was general anxiety. Guys like that, and this includes me, have just not been social and outgoing enough. We have never had enough regular cool outgoing friends. We never learned how to dress properly, and never learnt to be comfortable around women, or even other random guys for that matter. We never went out with many female friends and maybe haven't even spoken to women as if they are just regular people.

Overcoming all of this is an achievement itself and this is what you should focus on. Just start going out a bit and talk to a few people! Try out some random hobby, even if you don't know anybody else who is into it, and make new friends this way. Once you are comfortable with that you can start to worry about dating women. You might miss a lot of opportunities along the way, but right now you have bigger concerns.

This is exactly what Aaron Sleazy calls foundations. Once

you can do this, then slowly you will start noticing that some women are a little bit too friendly or are sitting in a corner, talking to you for half an hour at a dance party, or are smiling a bit too much and standing too close while talking to you, or keep making suggestive eye contact with you. It will happen. No, I'm not special, and it happens to me.

I used to think that there is no way chicks will ever like me for who I am. I believed that I need to do a lot of random shit because, clearly, I'm quite unattractive. I remember being honest once and admitted to myself that if I had a naked girl on my couch, I probably wouldn't know what to do. People like this have other issues. First get your foundations sorted out and only afterwards worry about your dating life. Once you have been on a couple dozen dates, you will see that advice like, "Do warm approaches to get chicks!" or "Look out for warm signals." will start to become obvious to you as well.

Boyfriends and One-Night Stands

There is one particular set of dogmas that's preached in the PUA community, and it's one I never quite understood. It's the obsession with one-night stands, not being slotted into a "boyfriend role," not wanting to spend any money at all on dates, not wanting to go out on dates and instead only pursuing super-fast lays and the like.

Let's talk about my own experiences first. At the time of writing this, I have had a total of three one-night stands. Two of those were on vacation, and one was a local thing where the girl's fiancé was in another country. She just wanted to get laid that night. Apart from that, every girl I ever got I ended up in some kind of relationship with, mostly of the casual kind. This meant that we met regularly, had some fun and, well, slept together. I genuinely enjoyed spending time with these women, and therefore I don't understand why one would want to have sex with a girl just once. After all, the initial effort is the largest. I can imagine that it's okay if you've got all the time in the world or if you're on vacation. But otherwise, why wouldn't you want to have a regular girl you enjoy?

I similarly don't understand why guys don't want to have a girlfriend. Seriously, what exactly is wrong with having

a girl who is fun, whose company you enjoy, who introduces you to a bunch of people and who you can have sex with at least semi-regularly? You know, just because you are in some kind of relationship doesn't mean that you can never ever flirt with another woman in your life, nor does it mean that you have to get married and have kids with her. Do you really prefer going out and playing the numbers' game constantly?

Then there is the obsession about not wanting to spend any money on dates. I understand that one shouldn't feel the need to necessarily take girls out on expensive dates. But if you make decent money, which I do, and probably quite a few of you guys do as well, then what's the effing problem with plunking down some cash? There are plenty of places I really enjoy, and which are on the more expensive side. Of course, I never do a date where at the end of the night I end up resenting the amount of money I spent. Nonetheless, I personally don't mind spending some extra cash if it means having more fun. Given the choice between spending very little and going to a place I can barely tolerate and where my entire night is riding on whether I end up fucking her or not, versus spending a bit more and going to a place I know I'll enjoy, irrespective of the girl, then I would certainly pick the latter.

Or let's talk about not wanting to go out on dates and always wanting super fast lays. I wrote about this in an earlier chapter, "Understanding Your Local Environment." Going for a fast lay doesn't always work and heavily depends on the girl. But once again I have to ask what the problem is with waiting a bit longer to have sex with a girl if you enjoyed the whole time on the date as well? I guess a lot of these issues are related to the point where guys think they need to "practice going out on dates," which is something you hear a lot in the seduction community. Thus, they end up with just a one-night stand instead of

regular sex with that particular girl. Maybe you didn't like the girl and didn't particularly enjoy the actual date, but if you do, then I see absolutely no problem with going on an extra date or two. Of course, there are some caveats. First, some girls just play games, and of those you should definitely get rid of. Second, going out on dates and having fun should not be an excuse to not escalate on girls. Apart from that, I don't see the issue.

I just put down some random thoughts which I had on this issue. I've been repeating myself a bit, but the point remains: do what you enjoy doing and not what some random guy on the Internet is telling you to do. This is especially true if you don't relate with what he is saying. Of course, don't take my advice as an excuse not to escalate, but other than that, if something feels right, then just do it. Just don't listen to stupid Internet dating advice.

Who Defines your Self-Esteem?

I want to talk about self-esteem and how the seduction community gives you a totally fucked up idea about it. Let's pick a PUA who calls himself DJ Fuji as a random example. In his talks he frequently rattles off a list of bullet points about his achievements in his twenties. He was in the marines, and in very good physical condition. Later on, he made a shitload of money and even became a homeowner, and so on. But despite all those achievements he felt like shit because — wait for it! — he couldn't get chicks. Basically the same story is told, maybe not as dramatically, by other scam, er, pickup artists as well.

Those guys pretty much try to tell you that everything a guy has done in his life amounts to nothing if he isn't able to bang hot 18 to 22 year-old women! I remember reading a post by Roosh in which he was making fun of some doctor. Roosh thought that guy was stupid because he didn't regularly get hot young pussy, and that there were other dudes who, just because they stuff a couple of random twenty year-olds, suddenly feel like kings.¹³

However, defining your self-esteem by what some ran-

¹³I didn't look up that article. Yet, making an assumption about the sex life of some doctor is rather stupid. Roosh may find it hard to conceive, but some people don't care that much about getting laid, and

dom 18 or 20 year old girl thinks about you is so incredibly stupid that it's not even funny anymore. Let me share with you some comments girls in that age range have made. One girl asked me why I went to one the best colleges of my country when it's "so boring" there. She said that I should have gone to a party school like Arizona State instead. A 21 year-old told me about some "absolutely essential" qualities a guy must have before she would consider dating him: 6' feet tall (she was 5'3"), good looking, loaded, well-traveled, an independent thinker, graduate of an Ivy League type college. Of course, he shouldn't be possessive at all. Well, you get the drift. Those were just two examples, but I could go on and on because I happen to have a few female cousins who are between 18 and 21, so I meet them and their friends.

Apart from like 0.1% of them, young girls are so immature that seriously thinking about what they say or decide to do is totally stupid. Now imagine the typical PUA who bases his self-esteem on how many club chicks or other teenage hotties he is able to fuck! Considering my previous examples, how intelligent do you think this idea is? If I were to do this, then all the things I have achieved in life, and I do think I have achieved a fair bit in life by any metric, are supposed to amount to nothing compared to some struggling bar tender who has banged one hundred chicks?

Think about your average PUA! He goes around clubs and bars and gets rejected by random women. He focuses on self-improvement so that he can bang chicks. He learns how to tell stories properly, invents some "role-plays",

others do get laid but don't feel the need to publicize the fact. Roosh himself doesn't get laid much, so it's quite possible that said doctor gets more girls than Roosh himself, but just doesn't bother telling the world about it. After all, plenty of women suddenly get interested in a guy once they learn that he's a doctor. — A. S.

learns about NLP and I don't know what other nonsense he's into. He goes through emotional ups and downs, but glamorizes his "journey" to an unimaginable degree and imagines it to be rewarding beyond belief. He spend tens of hours every week over many months and years, and all for what!? Just so that he can get validated by some teenage or adolescent girl? Is this really what you want to work for — the validation of random teenage girls?

There are other amazingly stupid statements people make, such as, "if you don't fuck chicks then your genes will not be passed on," or something to this effect. I think it's due to Mystery. But, man, there is a lot more to life than fucking teenage girls. I hope hat you don't let your mood, goals in life, and self-esteem be defined by what you think those women think of you.

Building Positive Reference Experiences

Most of us will have had nights or just other times of the day where you have come back home and got into this negative thought loop, thinking that you're not good, why the fuck you are like this, why you are not like that, and wondering whether you're going to be single for the rest of your life. What the seduction community offers as a solution is random feel-good garbage and "inner-game" nonsense. I am not a big believer in any of that. I feel a lot of this comes down to building positive reference experiences which you can look back on, consciously or subconsciously, and say to yourself, "Dude, that's just not true!" Looking into reference experiences is valuable for many reasons but I want to focus on the emotional aspects. Let me give you an example first.

As I have mentioned a few times before, I have done very well for myself professionally and academically. I graduated near the top of my class in what is considered to be one of the toughest colleges in my country. I have held a prestigious job in which I was consistently among the top performers, and have received outstanding reviews in anything related to my work. Because I have so many positive reference experiences to back myself, I rarely question whether I'm really good at my job. If I'm having an

off night, my mind might say, “Yeah, dude, you’re probably not really suited for this,” or, “Well, buddy, I guess you’re not yet ready for that!” But on the other hand, my subconscious never questions whether I’ll ever be able to earn enough money to live a good life, or whether I’ll get a new job if I get fired from my current one.

With women it’s pretty much the same. I used to think that maybe I was too ugly and too short, that I will maybe never have success with women, and that no one likes me. But now that I have built up quite a few positive reference experiences, I can look back and say to myself, “Dude, shut up already! Plenty of women like me.” Because of that, I don’t even get into this circle of negative thoughts. Some part of me just can’t take it seriously because, well, simply too many really nice women have liked me. A different part of me is willing to accept that I’m maybe a dud when it comes to noticing the signals women send out, or tell me that I’m not aggressive enough, or that I just may not frequently get super-hot women. But these days it’s exceedingly rare that I tell myself, “Oh shit, nobody likes me!”

By now you may also have realized why doing a lot of indiscriminate cold approaches is horrible for your emotional state. A typical PUA newbie has this very problem, namely that he has stored too many negative reference experiences in his head. If he goes out and randomly approaches women, without any kind of plan and with unreasonable expectations, he will invariably get rejected a lot. This will just further add to his already fucked up mental state.

The solution has two parts. First, know what to look for, and what you can realistically expect for yourself. This is called *living in reality*. If you think that after getting enough “skillz” you might seduce any woman, then you will never be happy. You will only keep chasing some-

thing unreal, and your reference experiences will never back up your successes, leading to more and more emotional swings. If you approach women who are taller than you and get shot down regularly, then you apparently do not know what to look for. I think there are two or three things that are important to keep in mind: Taller women are rarely interested. Then, it's of course a numbers' game, so statistically speaking most women won't be interested in you to begin with. Looks are very important, which means that it generally won't happen that you'll be getting women who are out of your league. What kind of venue you go to is important, and so is having something in common with the women you are going after. Of course, things normally don't go smoothly all the time either.

Once you know what to look for, the next step is to actually put yourself in situations that allow you to build positive reference experiences. This is where action is important. You won't build reference experiences by sitting at home and reading a book on pickup. Some people might now say that I'm telling people to be too accepting of their situation, and that I don't want them to improve. Of course I could tell you about the limitless potential for self-improvement and this and that which will make you do significantly better. But isn't it better to have *realistic* expectations so you can feel content?

Of course, be happy when you occasionally punch above your weight! Or would you rather want to feel frustrated about the girls you normally get and only want to feel okay when you sporadically punch above your weight? Once you have enough reference experience and the right metrics, you will just stop having these random emotional ups and downs. I haven't had those for a while now. You simply won't listen to your mind and take this self-talk seriously when it tries to get into one of those unproductive

thought loops because you will say to yourself, “Dude, that’s just not true!”

Women are Just as Clueless as Guys

There is one implied notion that comes across from a lot of dating advice. It's the idea that women are somehow socially perfect and that if you manage to improve your game enough, at the very least, you should get the majority of the women who are interested in you. However, what is much closer to the truth is that a lot of women are just as clueless as guys when it comes to dating, and that it takes two to tango.

Let me give you a few examples from my recent experiences. The other night, I went to a stand-up comedy night. There was this girl who was constantly looking at me and smiling very seductively. From an acquaintance I knew that she was single. I walk up to her to chat for a bit. A little later in the evening when I was about to leave, I asked her whether she wants to do something with me on the weekend. Suddenly she gets all nervous and starts giving me some bullshit. So I said, "Okay, no problem." and moved on.

It's of course possible that I was wrong in assuming that she likes me but these days my intuition is pretty spot-on. I don't know what the issue with her was, but in my view, I did my part of initiating the conversation, talking

a bit and asking her out. Maybe she wanted to chat more, maybe she did not want to do some other shit. But the point is that every girl wants different things and you can only do so much. If the girl doesn't do her part, there isn't much you can do yourself.

I remember this one time in a bar when I was talking to a girl and then moved in really close. Suddenly the girl starts getting all mixed emotions and tells me in quick succession that I smell so good and about how she is still hurt because a guy of my nationality once dated her. He had promised that he would marry her but dumped her later on. A few days back, I was in bed with another girl watching a movie. We start getting a little cuddly, then we start making out and as I try to ramp up the physical escalation, she is like, "I am not sure if I want to do this. I still feel hurt from my last relationship," and some other crap.

Other times, the issues could be much simpler. Say, you are out with your friends at some cool event, and text a girl to drop by as it's going to be a lot of fun — and then she gets all weird and shy, thinks she doesn't know about the event, wonders whether she'll get along with the people there and whatnot. I remember some time in NYC when I was about to go to a party on a private yacht in the Hudson River with a friend. It was going to be a totally fancy party, with some drop-dead gorgeous people. In my view, it was a no-brainer that if I invite someone they'll come. I called up a female friend who lived close by and told her to come over. At first, she acted really pricey saying, "I don't know, I am really tired." In my head, I was, like, really?! I asked her once more, but she acted pricey again so I thought, "Fuck it." But suddenly, when I told her, "OK. Don't come," she says, "Okay, I will come but I'm doing this only for you and you owe me for this!" I have had some friends tell me similar shit where they ask some girl out for a movie, and for no particular

reason she will act really pricey and expect that the guy will ask her out two or three times before she will say yes. In these situations you can be persistent and it's quite possible that the girl will come around later but it's also totally fine if you thought, "Fuck this. I don't want to deal with this shit" and moved on. You played your part, and it takes two to tango. Yes, with experience you can sense better what the girl wants and turn those cases around. However, you can only lift so much of the weight she should be lifting. This is of course no excuse for you to not play your part, but a lot of the times it really isn't your fault and there is only so much you can do.

Coming back to the original point, whenever some dude tells you that you have to listen and relate with the girl, not make her appear like a slut, figure out her logistics, try to understand what she likes, text her at the right time when she is free, connect with her emotionally, organize an interesting date, keep the conversation fun, be persistent but not be clingy, be aggressive but don't creep her out, make statements and don't ask questions, create an "us vibe" — then, seriously, if you don't want to, then just forget about it. If the girl is not playing her part, there is only so much you can do.

So next time, don't bother so much about being smooth. Don't put so much pressure on yourself. Don't bother whether it's an appropriate time to ask her out or whether you should talk some more with her. "Should I organize a coffee date or is it okay to straight call her over for a movie at my place?" "Is it okay to just text 'hey, what's up how you doing' or should I come up with something clever?" Really, this is just another form of supplicating to women. Do your bit, i.e. initiate conversations, ask for her phone number, ask her out, make a move on a date, ask her to come home with you and so on, but don't worry about being smooth or creating the perfect moment. It takes two

to tango.

Another related point is that in my experience, difficult women remain difficult. You might think, "Okay, let's pursue this girl for a while even if I don't really want to because maybe, after a while, she will be all normal and easygoing!" Transformations like that usually don't happen. Please don't think that I'm a misogynist. I don't hate women. I'm just saying the truth when I say that you can only do so much. You can't lift all the weight which she is supposed to. Also, please stop reading seduction community websites that refer to clueless men as nerds or geeks because there's an implied assumption that women really know what they are doing. But the truth is they are just as clueless as guys, if not more.

There is Much More to Life than Women

I never understood why, in a community of people who promote “self-improvement” and the goal of being “the best man you can be”, somehow most things other than women take a backseat. There are PUAs like DJ Fuji who say that they made a lot of money and were self-made people, served in the marines and whatnot, and yet they felt horrible because they weren’t getting women. I do suspect that the accomplishments are embellished, but the point remains.

Or look at Roosh who repeatedly stated that he doesn’t understand why people become doctors and lawyers. Roosh doesn’t even get laid much himself, despite trying very hard. Yet, he believes that just because he gets laid here and there with some poor girl in a third-world country despite not having any professional achievements, he is somehow superior to guys who’ve busted their ass in their chosen profession. Some guys glorify the pursuit of pussy to such an extent that they neglect maintaining a normal social life and improving their professional skills. I remember reading on some PUA website that if you are a doctor, lawyer or banker but don’t get many women, then it’s worth quitting that career and switching to a shitty job that gives you more flexibility, just so that you have more

time to “get this area of your life handled.” The stupidity is beyond belief.

Here is my hypothesis about how this all works: Imagine a guy who maybe wants to get laid more often, but is otherwise fine, or someone who just needed to make some minor changes in his life. He could go out a few times and make new friends, but he’s also over-worked in his job. If a guy like that stumbles upon some PUA website, he may be tempted to think that the reason he is unhappy is not because his work-life balance is shitty, or because he finds little intrinsic value in his profession, but because he’s not getting chicks. Being somewhat ambitious, just getting girls isn’t enough. Suddenly, it’s supposed to be about “models and strippers.” He reads some more, and thinks he has unlocked this amazing secret nobody else around him knows about.

To put things into practice, he goes out — and gets shot down over and over. This makes him feel even worse, but he gets told to just put more time into this. People tell him to buy ebooks and DVD sets, and to get more involved. Eventually, he starts associating himself with other stupid fucks on the Internet and in real life, like in PUA lairs. Since his spare time is limited, he sees his normal friends less often and thus becomes even less happy. The mantras his PUA friends chant only reinforces that women are the key to absolutely everything in life.

However, nothing could be further from the truth. I think that if we are not engaged in something interesting for an extended period of time, we invariably end up feeling bad about ourselves. But it’s just an unspecified feeling. At this point, though, some people will think that they are unhappy not because they don’t do anything interesting with their life but because they aren’t getting any women. Others don’t obsess about getting laid but about a lack of friends or money, or something else. They be-

lieve that if they were only rich, or had more friends, or if their mommy or daddy had showed more affection when they were kids, then they would be happier. Some obsess over physical attributes. Whatever it is, once the situation resolves itself through whatever reasons, it will not lift your mood permanently. You'll end up feeling just as bad about yourself once the high wears off.

The only solution is to change your life where it counts. Let me just go through a few things that really do have a tremendous impact on your life. My goal is to point out that there is a lot more to life than women. Therefore, before you decide to fully commit to pickup, you might want to consider that there are other ways to spend your time, and much more beneficial ones.

The first one is working out. I have been a skinny-fat person most of my life: no muscles, skinny, yet quite a bit of body fat. I never played sports, nor did I exercise. My dietary habits were absurdly bad. As I got into my mid 20s, I started having lower back pains, and had very low energy levels, meaning that I got tired easily. However, once I seriously started working out, all those problems disappeared. Nowadays I look better than ever. I have more energy, and my back pains are a thing of the past.

Education and employability are very important. Getting into a top university has had a profound impact on my life. The brand name of my university made it easy for me to get a good job and to make connections. When I was raising capital for my company it helped a lot, too. Just dropping the name of my *alma mater* makes it easy to start conversations in certain circles, and those people are much nicer to me. I also have a strong network of alumni that helps me literally all around the world. All of this applies to having a great job, too. If you are associated with a respected company, many paths will be open to you.

Work and education are not everything either. Having a hobby you dedicate yourself to can be very fulfilling as well. For instance, I enjoy ballroom dancing. Anywhere I go, no matter if it's a different city or a different country, there will be a group of people who share my interest. Thus, I not only have fun dancing, it also allows me to easily make friends and meet women anywhere in the world. I've been in countries where I didn't speak the local language, but was able to make friends within a day or two just through meeting people at a dance event.

I do not come from a privileged family background. The only reason I have had many great experiences in my life is because I worked hard at what I feel to be fundamental aspects of life. Ironically, a whole bunch of guys who I got to know through the years whose prime concern were the women in their life, or the lack thereof, weren't doing quite as well as me, to put it mildly. I have now done a lot of great things in life, and I have been with more than a few women. Yet, I certainly wouldn't count any of those women among the ten greatest experiences I ever had in life.

A related issue is that once you start getting some women, you discover other issues. At first you may not be happy because you only get a girl once in a blue moon. Then you will think your girls are not beautiful enough, and if they are, they don't have a pleasant personality. Some may be bad in bed, so you don't even want to have sex with them ever again. What I can also tell you from my personal experience is that being in a horrible relationship is infinitely worse than being single.

Once you are engaged with something interesting in your life, which may be something else than pussy, then your feelings of loneliness, unhappiness or inadequacy will automatically disappear. These days, I am working on my start-up and I am not interested at all in dealing with any

bullshit from women. I much rather spend time on my work because it's so exciting to me. In fact, I have never been so happy and excited as in the past few months of my life — and I only got laid a few times in the last few months. They were all one-night stands I didn't bother calling again because my time is better spent on something else.

Farewell

I have said everything I wanted to say, and I am officially putting an end to this. I could of course keep writing about random stuff, but that also goes fundamentally against what I believe, namely that you don't need much stuff. For 99% percent of people, if you just went ahead and followed the advice in this book, you won't need much beyond that. For any further advice, Aaron Sleazy's blog and his forum are much more than enough.

There is one point which I want to make to people who still actively read seduction blogs. Please understand that you don't need that much theory, nor do you need a plethora of ideas. A few key ideas are all you need. Beyond that, you just have to go out and do stuff. Constantly reading PUA blogs doesn't really help and is actually just hurtful.

There has also been a change in my life. I quit my job and I'm building my own company now. Going forward, I want to spend most of my time on that and not on any seduction-related stuff. I might still post every now and then on Sleazy's forum but that's about it. For anyone who hasn't read through that yet, I can't recommend it enough.

I am very happy that I started my blog, and even prouder when I look at this book. Many people have told me that they like my writing and got a lot of value out of it. I also think that I have already shared a large quantity of whatever I wanted to write about.

There is just one request I want to make to the readers of this book: Please do write about your experiences honestly somewhere, be it just one or two posts on a forum where you can post critical articles, or a dedicated blog. It doesn't even matter if you haven't achieved all your dating goals yet. In fact, if you haven't achieved your dating goals, despite lofty promises of some random Internet dating coach, then call them out on their bullshit. For instance, if you've approached 1,000 women but with little

success, then don't let some guru tell you that you've improved your "inner game" or some other bullshit. There are too many non-legit dating coaches out there on the Internet, non-stop churning out garbage, and the dating advice world could certainly use more legit people, and some honest voices.

With all that said, adios guys.

Appendix by Aaron Sleazy

Why Cold Approaching is Pretty Much Useless

One of the basic ideas of the pickup community is the necessity of “cold approaches.” You easily get the impression that anything else doesn’t really count. Real PUAs have to go through hundreds of rejections before they finally get to enjoy the fruits of their labor. This is at least as the shared mythology goes. In the following I’m going to show you why the concept of cold approaching is misleading. Please keep your pitchfork in the barn, because if you read on with an open mind, you will not only learn something about about male-female interactions. You will also understand why, as guys gain more experience, their batting average often goes up significantly. No, it is not because their “game” got better. It’s something else.

Depending on the amount of community brainwashing you have undergone, it may be hard for you to swallow that success due to a genuinely cold approach does not exist. It is only due to ignoring or misinterpreting social cues that a guy thinks he got laid off a cold approach. Feel free to disagree with me later, but please read on, and carefully consider my point. In the end, you may find that you agree with me.

I remember an exchange with a commercial pickup coach

in the comment section of my blog. I had been mocking a rather tragic character of the seduction industry for wasting his time roaming the streets in his never-ending search for pussy. Success is not a friend of his. In the videos this guy posts, it is clear to see that the women normally aren't interested at all and are only polite to him. The other aspect I pointed out was the absurd amount of time "sarging" takes. I met a handful of street gamers who all told me that their actual "conversion rate" — their terminology, not mine — was rather low.

Paul Janka, who is certainly competent in day game, says that he has sex with about 10% of the women whose number he gets. If you've paid attention in middle school, you can deduce from this that the actual success rate is even lower since not all the women he approaches will give him their number. No, I do not want to bash Janka. I don't know what he's been up to recently, but my view of him is that he belongs to the very, very few honest dating coaches on this planet. Just keep the figure in mind for the following part.

Of course, there are ways to integrate cold approaching into your daily life, so that it comes at virtually zero cost. But once you free up time in your schedule to "sarge HBs", the situation is much less favorable. I mentioned a pickup coach who commented on my blog before. He said something like, "You may be right in general, but what if you have enough time for street game?" This is a nonsensical objection. You may think that you can take out one or two hours a day for street game and talk to girls who, for the very most part, will give you no indication that they have any interest in you. That's of course because they don't have any. I don't care how good looking you think you are — most girls will just not be interested in you, and in me neither. To increase your odds, you could therefore do something with your time you really enjoy. Surely there

is something that's more compelling than getting rejected by one girl after another in streets or shopping malls.

The alternative is to pursue a social activity that allows you to easily meet women with whom you have something in common with. This will instantly turn cold approaches into warm approaches. Let's just compare two people: Pete PUA and Chris Common-Sense. Pete says to Chris, "Dude, you're such a loser. You do gay shit like yoga and dancing, while I pickup chicks on the streets every day." But what does Chris actually do? He enjoys yoga and find that it tones his body nicely. Because he excels at it, there are plenty of hot girls around who are at the very least curious about him. It seems that some "gay shit" like mastery of the crane pose gets him dates, and sometimes laid.

Further, Chris likes music, especially tango. Salsa is not really his thing, so he doesn't go there. But what happens at a typical tango class? Chris normally finds that there are about two girls for every guy, that the girls have on average more class than your random girl in a shopping mall. Even better is that some of the women in his class indeed seem to be actively looking.

If you now think, "Sleazy, you're just making this up!" I have to tell you that I'm not. I have spent about three years doing yoga, and I can tell you that it is indeed fairly easy to talk to the girls there. You basically just have to go there. Of course, this only works if you go to yoga class because you like yoga, and not, like your typical PUA creep, to hit on girls. Dancing classes are just as excellent a venue to meet girls who already have something in common with you, but I won't bore you with the details as it is just like with yoga. Even better is that you get to know the girls on a physical level. Just think of all the "kino" you could do, bro!

While Pete PUA spends much more time “sarging HBs”, his actual success rate will be fairly low. In the worst case, he is like your average PUA and all the numbers turn out to flake. His buddy Chris, on the other hand, meets girls literally as an added bonus to honing interesting skills and staying in shape. After one year he can probably start thinking about dancing tango competitively. On the other hand, his buddy is at a risk of getting an account for Zan Perrions’s Ars Amatoria forum, where he can write that he has gotten one date out of about a thousand approaches, but that all is fine because he enjoyed making the girls feel desired. (I wish I’d make this up.)

Let me deal with the objections I presume some of you will have.

1) “Sleazy, you built your reputation as a club gamer. This was nothing but cold approaching! And don’t tell me you liked those places!!”

Indeed, I did enjoy the night clubs I went to. I loved the music, the crowd, and the ambience. With very few exceptions I did stay away from mainstream clubs. As people who want to get into some of my old hangouts week after week notice, the door man is indeed an obstacle and the patrons are carefully selected. This was true for the indie/electro scene in London, and to a lesser extent it is true for the techno scene in Berlin. If the guy at the door doesn’t like you, you don’t get in. But feel free to check out some mainstream venue instead.

However, people who either don’t go out regularly or who go out indiscriminately don’t realize that the guys at the door don’t reject people randomly. They only tell you to take a hike if you don’t fit into the crowd. Yes, “there’s too many guys inside” and “sorry, we’re full” are just excuses to allow you to save face. When I was once walking down to one of my favourite watering holes in Soho in London,

and, after considerable time in the queue, thought I was about to get in, the door guy pulled me aside and whispered, "Just stay here for a while. We're a bit packed right now." Seconds later, he was telling the next bunch of people the same old excuses. Yes, I eventually got in and I had a blast. The take-away message is: If you fit in, you'll get in, and if you get in, you pretty much have a stamp of approval on your forehead, and will normally find it easy to talk to the people.

2) "But dude, cold approaching works. It really does! I just had a date last week, after hitting on 98 girls in a row. And just earlier today, I got seven more numbers."

As I said above, the success rates for genuine cold approaches are very low. Of course, sometimes you'll get a girl, and if you are Harvard-educated, and as eloquent and handsome as Paul Janka, you may end up banging ten percent of all the girls whose number you get. However, as you get more experience in general, your ratio should improve. This is not because you get "better at game" but because you learn to read signals better and therefore focus on girls who seem to be receptive. Thus, you skip all the questionable cold approaches. This is the truth behind cold approaches. To take a page out of the marketing book of PUAs, this is indeed "one of the truths PUAs don't want you to know."

The reason why you may now think that your game is decent and that you "convert x percent of your cold approaches" is just that you can't yet read signals properly and therefore indiscriminately approach women. While you "run the same game" on every girl, you just happen to occasionally bump into one that happens to like you for whatever reason. Since you are more concerned with your game than her reaction to your presence, you may miss that she had been glancing over three times already. Being blind to the obvious, you think that "game" got you

the girl. However, with a more perceptive eye, you'd have to do only a fraction of the approaches to have the same number of positive responses.

All of this doesn't mean that you'll now suddenly get every girl, but by focussing on girls you have something in common with and who are potentially interested, you'll do a lot better. Heck, maybe pickup will even start to become fun for you, instead of being a source of constant frustration. The warm approaches get you the girls. Your cold approaches get you barely anything, and the little you get feels like work, because it is work. Just think of all the "shit tests" you have to "plow through." In comparison, imagine you'd instead be talking to a woman who thought, "Hm... I wonder who that guy is!"

Fear of Rejection

Fear of rejection is a strange subject. A big part of the message of the seduction industry is that you should train yourself to become immune to rejection. This is why you are supposed to do “warmup approaches” and go for the “hardest sets” such as women who are deep in conversation or those who are out with a guy that might well be their boyfriend or husband. Some community guys got badly beaten up because some men have a fairly low tolerance when someone harasses their significant other.

Your reluctance to approach women in such situations is a natural response. You would have to know very little about social interactions if you believed that it’s okay to approach women who give every indication that they don’t want to be disturbed. Yet, PUAs tell you that you have to re-train yourself. However, if you only ever approach random girls who briskly walk down the street to catch the next subway, then you’ll always feel like an intruder. Even if you manage to smother your mental voice, you will only turn into the kind of character you certainly don’t want to be.

With some modicum of social skill you wouldn’t even consider pestering women who seem busy. As I wrote in the previous chapter, cold approaching random women, especially in hostile environments like a busy street, is a rather questionable pursuit. At the very least, make sure

that there is some commonality or that the crowd has either been selected or is self-selecting. For instance, going to small indie-rock clubs where people gather to enjoy a particular kind of music are a better environment than large clubs that try to appeal to a broad audience and thus can't be too strict at the door. In an environment that is conducive to meeting women, or at the very least not hostile, you shouldn't have any rational reason to be afraid of approaching women who seem interested. This would take care of your fear of approaching to some degree, if not largely eliminate it.

If you lack sexual experience, you may feel uncomfortable when you're making a move and, say, take the hand of a girl, or kiss her, or even when you're just about to walk up to her because she was smiling at you. This is a natural and healthy reaction because it means that you are not some soulless approach machine but a real human being. Indeed, feeling a bit excited when walking up to an attractive woman normally makes you more attractive to her as well since she'll notice that she is not just another random girl for you to hit on. As many experienced PUAs can tell you, women often shoot them down immediately because it's obvious to them that they are merely going through the motions and lack any kind of excitement or particular interest. If you've done public speaking you may know that even with some experience you may still get a bit nervous each time, but as soon as you start to talk, this all subsides. It's quite similar when approaching women and you shouldn't think that you have to lose all emotionality if you want to become proficient at this.

Walking up to a woman who seems interested, or at least open to meeting new people, is only part of the battle. Eventually you will have to sexually escalate the situation. This might mean taking her hand, touching her, making out, and finally having sex with her. An issue I see with

some men is that they are very proud of themselves when there is an attractive woman that is willing to spend time with them. She may laugh at your jokes in the bar and “accidentally” touch you, and she may even go on a few dates with you. However, because those guys never make a move, they either end up in the dreaded friend zone or the woman will eventually stop returning their calls. The problem with those guys is that they don’t want to lose what they already have. They seem to think that they want to solidify their position and carefully proceed in order to not ruin it. Yet, by waiting, the women will eventually lose their interest. After all, they are looking for a boyfriend, or a lover, or just a random one-night stand.

I find it quite ironic that guys who are afraid to escalate because they want to avoid rejection dramatically increase their chance of rejection. If you ever find yourself wondering whether you should make a move, then it’s high time. If you manage to overcome your fear of sexual escalation, you’ll find that you don’t have much reason to worry about your fear of rejection anymore. The reason is simply that a woman who isn’t interested in you would not put herself in a position where you could get sexual with her. If she wasn’t interested in you, she wouldn’t disappear into a dark corner with you in the club, she wouldn’t go out on a date with you, and she certainly wouldn’t come over to your place to cook or “watch a movie.”

Virginity, Schmirginity

I sometimes meet men who have no sexual experience. Some post on my forum, others book phone coaching sessions with me. However, due to the way I have positioned myself, I hardly ever meet the stereotypical seduction community guy who would have to spend two years on themselves just to sort out their “foundations.” Those normally fall for the empty promises of seduction companies who promise silver bullets. You know the drill, it’s all about “How a 5’4”, Shy, Asian Guy Dates Models Who Tower Over Him ... and Can Teach You To Do The Same In Three Short Days!” This was taken verbatim from the website of PUA DJ Fuji.

On the other hand, the guys I teach are aware that those marketing messages are bullshit, and that they have to get in shape, dress well, and work on their social skills first. They also know that they should, no matter how tall they are, look for girls who are at most their height and ideally a bit shorter. Height plays an enormous role, and if you want to increase your chances, then either wake up being Tom Cruise or forget about pulling 6’ tall chicks when you’re 5’5”.

Then they tell me that there is something nobody knows about them, namely that they are still virgins, and that this is a huge burden for them. It can be, but it doesn’t necessarily have to be burdensome if you have no outlet for

your sex drive. Any kind of social pressure is imagined, because nobody knows that you are a virgin. In fact, after the first time very little will change in your life. Probably you'll come within a few short moments or not at all, and you may even think that it wasn't that great. Having sex is not some kind of rite of passage.

If you are a confident and social guy, nobody will even think that you are a virgin. I was a late bloomer myself. However, for some strange reason I had a reputation of being good with women. This was because I wasn't intimidated by them and also because I had a very strong presence. There were plenty of times when even some of my closer friends were asking me for advice about girls. They saw that I was comfortable talking to girls, and thus concluded that I was getting laid a lot but deliberately kept a low profile. I have heard similar stories from some of the guys I've worked with.

It's totally okay if you want to gain sexual experience. But if this is your goal, then just focus on it and don't think about what others might think of you. Male virginity is a social fiction, and the girls won't be able to tell. If you come too early, then you were too excited, which some girls may even find flattering. On the other hand, if you can't come at all but pound away for a long time, she probably won't complain either. Also, if you have an issue not getting it up — and this is not just related to male virgins — then most girls will be understanding as well. Sure, you can carry some Viagra pills in your pocket if you feel the need. But if you don't want to, and I certainly don't encourage people to take so-called libido enhancers, then you'll be fine as well.

Probably every girl with just a modicum of sexual experience had it happen that the guy couldn't get hard enough for penetration. So what? She's used to it, she may understand that you are tired, and if she lacks confidence, which

is common among women, then she may even think that it's her fault and make excuses. Relax, man! Most women have much less sex than you think and will cut you some slack. Some will even make food for you and allow you to rest, hoping for a proper sex session the next morning. Lastly, to really point out the absurdity of male virginity: imagine there was a big sugar drink brand, and they started a \$200m advertising campaign with slogans like, "Have you done it already? All your friends have." It's built around the concept of sugarinity. Since all the people around you are brainwashed, they buy those drinks in droves and want to figure out whether others have lost their sugarinity as well already. Heck, they even tease others who say that they are not that interested in it, or who seem to be too much into organic foods. Then they turn to you and wonder... But what can they deduce? After all, there is no physical change at all. For all they know, you could drink that stuff secretly. But imagine you were very insecure and highly susceptible to advertising, and could no longer stand your sugarinity!

This is a nonsensical scenario. Given how some fads go, and seeing what kind of nonsense catches on in society, I don't even think it's that absurd. There is always a new in-thing, and many feel a lot of social pressure to conform. It's even more amusing since those people don't even realize that the initial marketing message was entirely artificial. Of course, sex drive is real. However, people can neither smell that you are a virgin, nor is your number of sexual partners written on your forehead. So just relax and work on improving your life, if you feel that a lack of sexual opportunities is a problem for you. Sex isn't that fabulous anyway. Sure, it's nice, but it has little to do with the image conveyed in some movies or how others might talk about it. It's yet another pleasant stimulus, but it certainly shouldn't guide your life.

Women Cannot Read Your Mind

Inexperienced men are often worried that their inexperience is visible and that women will be able to quickly spot this. I can assure you that is absolutely not the case. In the previous chapter I gave you some good justification for this reasoning, but let me relay some anecdotes from my personal experience.

For a couple of years I have been sexually very active, before I settled down and finally married. Yet, it was part of my life to see two to three girls simultaneously, in addition to one night stands on the weekend. I also quickly replaced the women I was in a casual relationship with. My model of establishing sexual relationships was based on the idea of getting intimate very quickly, finding out whether there is sexual compatibility, and then see how far both of you want to take this. I either had sex the same night, or at the very latest on the first date.

What I have noticed is that quite a few women are curious about your sexual history, but this may have been because I was moving so fast. I normally ignored those questions, because I am also not particularly interested in the sexual history of the girl. It's quite random anyway. However, once a girl asked me, I told her honestly that I haven't

been very experienced and was currently in the process of catching up. She then looked at me for a moment or two, and then she replied, "Do you know what? By the way you act it is totally obvious that you haven't been with many women." I then clarified that I have been with a fairly large number of girls, so she changed her statement to, "Still, I can feel that you haven't been with women *for a long time.*"

I found this quite amusing. You know, women seem to want to test the waters and if you are seemingly too confident, some try to undermine your confidence. I don't quite recall how often I saw that girl, but given that I have no distinct memory, it was probably the usual two to three times. Anyway, I made a mental note to experiment and see how other women would react. It didn't take long until I pulled another girl home. Sex was good and she was pretty cool, so I let her stay over. We hung out for a while after a late breakfast. As I was walking her to the tram station, she said, "Can I ask you something?" She proceeded to ask me with how many girls I've been with, because she had never encountered a guy who was moving so quickly. I told her that I had lost count of it. She smiled and said that she thought something like that. Do you notice the pattern? I kept doing my A/B tests, and it turned out that basically no matter what I said, the women would basically claim that it was written all over me. Never have I heard, "Oh, I totally read you wrong." I once claimed that I had been in a long-term relationship for a decade, and that she had been my first one-night stand. Of course then my "experience and maturity" were totally obvious and something she "could just feel" when I was approaching her.

Despite myths perpetuated in the mass media, women really aren't that great at reading other people. At best, they are marginally better than your average guy, and I would

even doubt that. Their often-touted psychological competence primarily stems from reading women's magazines, and taking made-up psychological tests seriously. It does feed their ego, and because many women take those questionnaires seriously, they tend to view social interactions in a grossly simplistic manner. Just imagine you handed out a multiple choice algebra quiz that had no wrong answers. The biggest morons would walk away, thinking they have mastered the subject. Women's magazines are on that level. Just have a look at personality tests with titles like "What kind of female are you?", or "What's His Intimacy IQ?"

Let me conclude this chapter by telling you one of my more amusing stories. Since I was going through quite a few women, I had my fair share of scares. My GP was therefore seeing me pretty frequently. Once he took me aside and said, "Can I ask you with how many women you've had sex with?" I told him that I had lost count and couldn't answer his question. He retorted with, "What about the last three months?" I replied that the number was probably between 15 and 20. He then shook his head, saying this was abnormal, and before I knew it, I found myself at the receiving end of a speech on the dangers of sex addiction. He concluded by asking me whether I was pursuing women only to gratify my ego. There was some truth to that, and I ended up leaving his office with the business card of a friend of his, a trained psychologist who worked as a sex therapist. I quickly shrugged this off, but kept the business card.

As any guy with a bit of experience can confirm, it may happen that you lose your interest in a girl rather quickly, sometimes literally at the exact same moment you come. I'm not a complete dickhead, though, so I never kicked a girl out immediately afterwards. I had ended up with a girl who was certainly attractive, but because we ended

up in bed so quickly I somehow missed that she had a rather obnoxious personality. As she dressed herself, she casually asked me about my sexual history. I had gotten bored of her already, so I said, "Not that many actually. Just three or four, and it always just kind of happened. You know, I am really not that good with girls, but people often think I am just because I happen to be tall. I'm not even that confident, but because I'm tall people think so."

This made her smile gleefully. Women really lap it up when you "open up" to them. She showed great understanding, but she couldn't help but confess that she felt that there was something off with me, and tried her hand at revisionist history. I was quite amazed that she made it sound as if she had actually pulled me. This was a bit too much for me to take. Now this pompous little dipshit kind of pissed me off, so I sternly looked at her and said, "Do you really believe this?"

"What do you mean?"

"Do you believe what you just said?"

"Yeah, why wouldn't I?"

"Good. Do you also believe what I have told you?"

"What do you mean?"

"Do you really believe I've only been with three or four girls in my life?"

"Yeah, I guess so."

"You really believe everything people tell you, don't you?"

I then went through my desk and showed her the business card of that sex therapist. I told her that I'm currently being treated for sex addiction, the reason being that ever since I lost my virginity at the age of 12 I can't stop chasing girls, and that I have slept with easily over 500 girls, probably more, but that it was impossible for me to keep track of the numbers. I then did some mental arithmetic

for her, “proving” that 500 was actually a rather conservative estimate. She looked at me with a blank stare, and after I had finished, she was quick to pack her stuff and leave the apartment. The last thing I heard was, “I don’t want to be with a sex maniac like you!” She didn’t even say goodbye.

Isn’t it funny that women can read your mind? Except when they can’t, which is all the time. If you think the girl you are interacting with might have an issue with your real or imagined lack of sexual experience, then tell her that you’ve broken up with your long-term girlfriend and haven’t quite gotten over it yet. Girls love that. But normally you shouldn’t care about what she might think. If you act confident, she’ll assume anyway that you pull a girl every time you go out — because you just got her. Some women have interesting ways of reasoning. If you want to avoid the issue altogether, you either ignore any questions about your sexual history, or say something like, “You don’t want to know.” This was my standard reply, and in fact no girl wanted to know more. Then they automatically assume you’re the reincarnation of Don Juan, no matter if it’s true or not. But since women are oh-so perceptive and can read your mind, it doesn’t really matter, or does it?

The Looks-Money-Status Triad

One of the biggest lies of the seduction industry is that it doesn't matter how you look, how tall you are, how much money you make, and so on. All that matters is how good your "game" is. However, if you're reading this book, you may have learnt that game doesn't account for all that much if you lack in other areas. Thus, I want to give you a brief overview of the main determinants of success with women. If you are not doing well, you might want to pay attention now. I will only briefly go through those points. View this chapter as a reminder, not as a manual all by itself.

First, we all have genetic limitations. Sure, if you are short, then think about wearing shoes with a heel and putting height-increasing soles in them. I think this is perfectly legitimate since most girls, especially shorter ones, avoid wearing flat shoes too. They want to look taller, so if you need to, then please go ahead and do the same. Height also beautifully illustrates the relativity of looks. If you are 5'8" you will be short for a girl who is 6' tall. On the other hand, if she is just 5'5", then she probably won't complain

much. The taller girl probably wouldn't consider you as a sexual partner, but fame and money can tip the balance in your favor. So, if you are short, make yourself look taller. In any case, you may want to work on your posture. This will also make you look more confident, which is an additional plus. Next, work out. There is no need to bulk up, but at the very least be toned. Dress well, relative to your environment.

Make sure you have enough money. No, you don't have to be rich, even though it surely helps. Being rich has some disadvantages, so don't feel bad if you are just scraping by. However, especially if you are eyeing a potential long-term relationship, you may want to make at least slightly more than the girl. Women want to marry up. If you don't believe me and think that game will level the playing field, then please do some research and look around. Women normally don't pick any random guy as their boyfriend. Despite feminism, many women cling on to traditional gender roles whenever they expect an advantage from it. In fact, this is one of the main criticisms against feminism from the MGTOW movement, which stands for "Men Go Their Own Way."

Don't lose much sleep about your status or lack thereof. Realistically speaking, you'll only ever get girls from your social stratum, or girls who belong to a lower stratum. One-night stands are an exception that only prove the rule. Make sure you fit in well with your environment. This is actually a parameter you can game pretty easily. If you make good money, but want to live on the Upper East Side, then you will feel as if you're struggling just to get by, compared to some of your neighbors. However, if you moved to an area where you were significantly above the median income, your entire situation would improve. It's not quite so straightforward as I may make it sound, but you surely get the idea.

In short, work out, look presentable, and get your life in order. If you want to increase chances with women dramatically, you should focus on a particular scene. For instance, if you are really into dancing tango, then become a bit more active, go to some milongas and become a known face. You will be able to easily meet girls there. This is just a random example, but it's not particularly difficult to meet other people, including potential girlfriends and lovers, through common activities.

One Step After Another

Another issue I often encounter is that people have expectations that are out of touch with reality. Doubtlessly, this is fueled by shady marketing promises by various pickup companies. They claim that any guy will learn to pull model-calibre girls if he just attended a weekend bootcamp. As those who spent the required several hundred or a few thousand dollars have learnt, it's not quite so simple. In *Debunking the Seduction Community* I talk about why bootcamps don't work. Please read that ebook if you want to learn more about this topic. Right now, I am more concerned with showing you what you can do to get better.

You have to keep in mind that improvement can be a long process. Yes, it is true that I got very good in an unusually short amount of time. However, in my case all the pieces were in place. I just didn't bother with girls before, and once I did, it was certainly very advantageous that I was tall, in shape, and living in SoHo in London. In addition, I had copious amounts of spare time on my hands. You may not be in such a lucky starting position.

If you have never lifted weights in your life, it would be ludicrous to attempt bench-pressing your own weight during your first time in the gym. Yet, there are plenty of guys who think they can go from hardly ever interacting with women to going to a club on their own and pulling a girl

home for a one-night stand. I do think that it can be a lot easier to get a one-night stand than a date, not just because it's less of a time commitment. However, if you are not comfortable with your sexuality, you will find it very difficult to pull off. Thus, you better "practice" by going on dates with several women, even on a second or third one if need be. Aim to become comfortable in the company of women, and learn to escalate sexually. Once you can do that, you can worry about bars and clubs, but chances are that you may not even need to anymore.

Make an attempt to build a social circle first, and find some activities that interest you. This can be a great opportunity to learn how to do something on your own. After all, if you are too intimidated signing up for a gym membership and working out on your own, then how do you think you'd do in a night club on your own? Playing sports should improve your posture. Yoga is also very good for that. If you are very uncomfortable touching girls, then I can tell you a secret: go to a dancing class! You'll have no choice but to physically interact with many girls, and you'll also learn how to make and hold eye contact. This should build your confidence quickly, and the effect it has on your dating life will be noticeable. It can be very easy to get dates from dancing classes, so it's probably worth checking out.

Fixing your posture may take time, getting in shape does too. Depending on your starting position, it can also be quite an effort to learn how to casually talk to people. If you need the time, then take it. I do think that this is absolutely necessary, because if your "foundations" aren't in order, you will struggle severely in clubs or bars, just like you'd struggle bench-pressing 180 pounds if you've never lifted weights before.