

# **Ross Jeffries' Speed Seduction®**



## **“How To Meet Women Anytime, Anywhere” (10-Part Seduction Mastery Series)**

### **Part 6: The Put-On: Being Funny to Meet Women**

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Hi, it's Ross Jeffries. Welcome to my Beyond Dating Tips/Advice for Men Mastery Series about how to meet women anytime and anywhere. You're watching Video 6 of 10. This video is the pick-up artist tactic, "The Put-On: Being Funny to Meet Women." I should confess right away that this is my favorite way of meeting women. It's a lot of fun. You're going to love doing it.

The put-on has many advantages. First of all, it's fun. The more you enjoy doing something, it makes sense that the more you're going to do it. The more you do it, the better you get. The better you get, the more results.

Second, this is important for me. It lets you screen for women who have a sense of humor and who are adventurous and flexible in their life. When these women encounter something a little different and unexpected, they don't run away or get afraid. Instead, they want more. They like the unexpected.

Third, it lets you quickly display different aspects of your personality. You're not just going to be funny with a put-on. You're going to follow it up by making a strong, confident statement of intent. When you combine humor with being confident, those things together work really well.

It's unique, so it gets positive attention. Remember that beautiful women get hit on all the time. Even if they're nice people, they could just get bored with all the crap that comes their way. You're going to be unique and get positive attention.

Finally, it shows a lot of balls. It shows that you can create fun out of thin air. You don't have to go skydiving or take her to the French Riviera for her to have fun with you. You can do it right there in the supermarket. That's very important.

There are four elements of the put-on. I'll go through each one of these. There's the pre-opener, the set-up, the delivery and the follow-up statement of intent. With the put-on, you have to do all four of these. It's okay. They're all easy to do, but you have to

do them all, and you have to do them in the right order. It's pretty simple, but I want to make sure you understand that.

Here's an example of the grocery store put-on. First you do the pre-opener. Let me define a pre-opener. A pre-opener is a very ordinary, boring, benign, non-threatening, non-unique statement or question that you make to a woman. It's very neutral in content and low key. No one would be impressed by it. It's ordinary chit-chat.

You could say something like, "Do you know where they keep the dairy products?" or "Do you know where they keep the frozen food?" You could even say, "Nice shoes." It's very low-key, even and matter of fact. That's going to enable us to do some interesting things.

Second is the set-up. "Can I ask you something? If you saw someone in here right now shoplifting, would you turn them in?"

This is going to set up some tension and uncertainty. That's perfectly fine. Setting up some tension and uncertainty is a required part of the put-on because when you relieve that tension and uncertainty, she's going to laugh. She's going to think, "This guy is a playful, fun guy. He teases me. I like him."

When you ask that question, what's going to run through her mind? If someone said, "If you saw someone shoplifting, would you turn them in?" you might think, "Are they accusing me of shoplifting? Do they think I just stole something? Are they a shoplifter? Is there someone right next to us committing a crime?" All those things are going to be running through her head.

Now you want to do the deliver. The delivery is, "Because you stole my heart. Because you took my breath away." You want to emphasize "stole" and "took."

Delivery has to be tongue-in-cheek. I should say that not everyone is suited to do a put-on. If it's not your personality, don't do it, but give it a few tries. It's tongue-in-

cheek like you know you're saying something stupid. You don't want to deliver it seriously.

I guarantee you that she's going to laugh. Why? You've built up tension, and now you just relieved it. That's how a lot of humor works. Now you want to follow up with a statement of intent.

The reason you want to follow up with a strong statement of intent is so you can contrast the playful side of your personality with the strong, confident side that makes no excuses.

A strong statement of intent would be something like, "I'm glad you laughed. I noticed you here, and I realized that if I didn't say something, I'd never get to meet you. My name is Dick." You could say, "I'm glad you laughed because a sense of humor is really important for someone I might get to like." Notice there that you're implying that she has to prove herself to you."

Either way, these are really strong, low-key statements of intent. The purpose is to contrast your playful side with your strong, noble, no-shit, no-apologies, confident side.

People say that women like a guy with a sense of humor. That's half true. In this game of finding the right advice, you'll find a lot of half-truths. I'm going to give you the complete truth.

The complete truth is that a sense of humor is attractive if it's combined with a strong, noble, right-up-there confidence. Combine the two, and you have a great combination.

I want to make an important note here. With the put-on, it's crucial to do the pre-opener. For some reason that little, common, boring, everyday thing you say before you do the put-on makes it acceptable to do the put-on.

If you just come up out of the blue and say, “If you saw someone shoplifting, would you turn them in?” it’s not going to go over very well. Half the time, women will think you’re creepy, odd or weird. It will come off as scary.

For reasons I don’t like to get into here, that’s part of my more advanced theory about how women tick. If you do the pre-opener first, then it’s okay to do the put-on. I just want to make sure you get that.