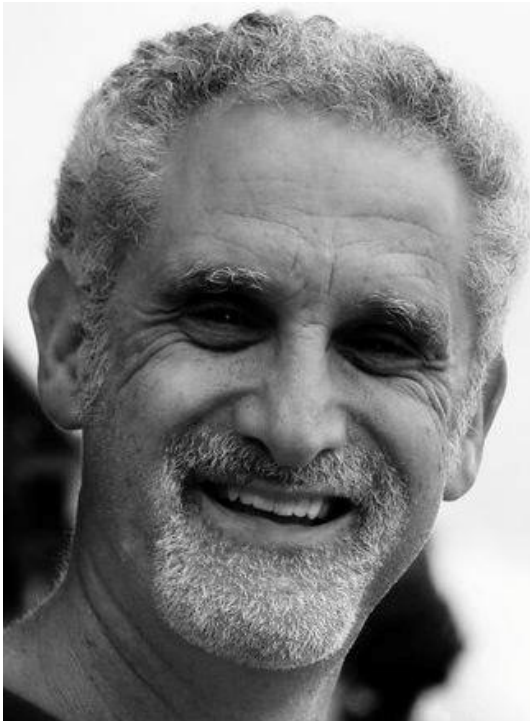


Persuade... and *Get Laid!*



Conversations with
Ross Jeffries
The "Guru of
Getting Some"

<http://www.seduction.com/>

For the smart guy who refuses to resort to **bullying**, **begging**,
buying, **bs**, **booze**, or **biceps** in his pursuit of happiness.

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Disclaimer

This e-book may contain viewpoints that may be considered controversial by certain audiences. It is intended as a powerful guide for self-respecting, intelligent men who are looking to avoid from "real-hate-shun-ships by default" and instead claim the happiness that they deserve.

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Welcome! From Ross Jeffries Founder, Speed Seduction®

For most men, the quest for satisfaction, fulfillment and success with women is a fantasy, a frustration, or a gamble.

This book will teach you principles and practices that will enable you to make satisfaction, choice, fulfillment and pleasure with the women you truly desire a reality; something you wake up to every day and go to bed to every evening.

I've been teaching this system you are about to learn-Speed Seduction®-to thousands of men for the past 15 years. These are guys who come from every walk of life, every corner of the globe and from every possible combination of looks, age, financial and social status you could possibly think of.

Now, I don't know where you are with women. Maybe you are just coming out of a relationship; perhaps even a marriage. Or you are someone who occasionally has girlfriends, but you haven't found a way to consistently and predictably enjoy the success with women. Or you always have some girl around, but haven't been able to reach for the quality of woman you've always wanted. Or you could be one of those guys who comprise about 15% of my students who already does extremely well (hell, maybe you could teach me a thing or two) but you are always looking for that "cutting edge".

Wherever you may be, this book contains some powerful answers for you, and that's very good news. But I feel obliged to tell you the bad news as well, and here it is:

If You Are Not A Guy With Looks, Money, Power, Fame, Connections Or Status, The "Dating Game" Is Stacked Against You, And You Are In For A Lifetime Of Struggle, Lack, Compromise, And "Relationships" By Default.

Listen: if you've ever felt like the dating game is rigged for you to fail, you are pretty much correct. For most men "dating" is a form of gambling and ritualized begging for a woman's company, favor and poontang.

Just think about how you've been socialized by popular culture-movies, TV, music, books-to behave when it comes to women. Not just your actions mind you, but how you think about the subject has been programmed.

"Maybe I'll get lucky".

"I think I'll ask her out".

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“When will I make my move?”

“I wonder if she likes me.”

“How much should I spend?”

Notice that all of these thought patterns-and the behaviors centered on them-require you to be the pursuer, who may or may not get what he wants. And notice also that they require that you come from a place of lack and doubt.

Now, that is the obvious problem.

The more subtle challenge is how this kind of thinking gets your to focus on behaviors; what should you do? What do you want her to do?

But in fact, the key to success with women is to focus on emotions; what feeling states do you want her to be in that would be most natural for her to do the behaviors you want her to do? And how can you create those emotions without having to engage in any of the traditional chasing, spending, pursuing, begging, bullshitting, boozing and buying that the dating game requires from you?

Let me explain this a bit more: one of the biggest mistakes made by men is that they over-focus on the behaviors they want women to do with them or to them. How can you get her to sleep with you? How can you get her to blow you? Do threesomes? God forbid, if you are a fool, marry you?

This way of thinking is so engrained in us as men, that almost all of our thinking about women just involves variations on this theme. But the problem is, it just isn't efficient.

Instead, it is far more powerful to ask, “What emotional states would this woman have to be in where it would be natural for her to give me all of those behaviors I want? How can I help her experience the lust, passion, connection, desire where she would be eager to do all of these things without having to go out on dates, spend money and act like a beggar or a bully?”

Very, very few men think this way about women, and the culture around you has got you heavily programmed not to think this way. How many movies, books, TV shows, or songs tell you that you don't have to spend money, don't have to be a beggar, don't have to be the one pursuing, and don't have to be an a-hole either to enjoy all the satisfaction and fulfillment with women you could ever dream of?

Speed Seduction® will teach you how to reliably, powerfully, easily and consistently produce/evoke/bring forth from women the powerful, positive, intense emotional states they crave feeling and to associate and attach those

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feelings to you. You'll be able to do it without formal dating, without guess-work, without gambling, without spending more than \$5 on a cup of coffee (my current girlfriend is a smoking hot 19 year old Swede; I'm a very average 49 year old guy. I bought her one Guinness Stout when I met her in London and I spent my last night in bed with her. I don't think that beer cost me even the five bucks!)

When you can capture and lead a woman's emotions and imaginations, suddenly you are playing a different kind of game. A game where you write the rules. You deal the cards. Where you are calling the shots.

I'm sure you'd agree that beats the hell out of what most men have to put up with.

A Brief Over-View Of Speed Seduction® - The Principles, Practices and Program

Speed Seduction® isn't just a set of techniques to bring you hot women; it's also a way of thinking about women and more broadly, about the processes that motivate and direct human emotion, imagination and then behavior. It is first and foremost a set of principles that tell you what is important to pay attention to and what you can safely ignore.

Some of these principles for creating massive attraction in women, quickly and reliably, no matter what your looks or age, are:

It's true that Speed Seduction® will provide you with an enormous supply of techniques for massively improving your self confidence, meeting women anytime, anywhere, rapidly screening them in minutes to eliminate losers and confirm the treasures and gems, and very rapidly creating the feelings and emotional states of mind in women that allow them to feel powerfully drawn to you, so you really do take your pick.

However, the most important aspect of Speed Seduction is learning to look in a profoundly different way at women, and how they feel, think and move their way through their romantic world. Without these key insights and understandings, your tool kit will be of only so much use. With these understandings and insights, your tool-kit will empower to live a sex-love life that seems like fantasy and magic to those who neither understand the principles, nor possess the tools.

So let's start with a key understanding:

Key Understanding #1: There is no such "thing" as love, attraction, chemistry, desire, fascination or any of the other labels society commonly uses to describe and explain the dance of attraction between men and

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women. What society commonly labels as “things” are, in reality, ongoing processes that can be understood, duplicated, modified, and re-directed.

Here is a crucial example. Women often speak of “having feelings”. As in, “I don’t have those kind of feelings for you.” Or they speak of “chemistry” As in, “I really have chemistry with Roger”.

In these cases, the way women talk about these matters puts them outside of study or control. In essence the “chemistry” is just there. She had no part in creating it, nor did he. It just “happened”. And now the “chemistry” is somehow there, driving what happens between she and Roger, without any control or input on her part (or apparently his).

In the case of “having feelings” again, the feelings are spoken of not as some changing, ongoing process, in which she is intimately involved in creating. Instead, they are spoken of almost like a material possession, “I have a 2003 Mazda” or “I have two cats, Sloppy and Dopey”.

This “thingifying” of what are actually ongoing, subjective processes that the woman is creating (although she is probably not aware of it-she’s probably so unaware that to her, it really does feel like “something” that is just “happening” to her, or some fact or thing over which she has no participation or control) helps to mystify the entire process of how men and women can attract each other, and how men and women create these intense emotional states for and in themselves, usually unconsciously.

By thinking about this area of life in these terms, no matter what thinking you do within those terms, you are limiting yourself to believing:

1. These “things” like chemistry/attraction/desire just happen to women. There is nothing we can do to create them, since they just happen without structure, function or form.
2. Whatever first answers women may give us or themselves in this area of life must remain the only answers, since these matters are not subject to investigation, influence or change. Stick to mystification, guesswork, and “trying harder” because this stuff just can’t be explained.

Instead, you will learn how to look for “processes”. To ask, “What does she do inside, with her internal imagery, her internal dialog, the flow of feelings in her body, to create these various emotional experiences and states of mind? “

Key understanding #2: State of mind is more important than behavior.

The “dating game” teaches men to be very goal and action oriented. “Where do I ask her out? When do I ask her out? When do I make my move?” “How can I get Jane to blow me?”

Now, of course, we do want actions and behaviors from women and we certainly want to do actions and behaviors with women.

However, what happens is that we get so overfocused on these action fantasies (oh my God, imagine what Betty looks like upside down and nekkid) and planning our “game steps” that we leave out a key ingredient: her state of mind.

It is far more useful to ask, “What state of mind, with what emotions, do I want Betty to be in, so it is far more likely in those states that she’ll willingly give me those behaviors and more too!”

Key Understanding #3: One of the major, maximally powerful ways to create these powerful emotional states of mind in women-to capture and lead their imagination and emotions-is how we as men use our language.

Basically, women respond to imaginative and emotionally loaded language far more powerfully than do men. So what you can get women talking about (and how you can redirect and use their answers) is a key to opening her most deeply powerful flows of emotion, strongly forward-driving emotional loops of thinking (where, for example, she fantasizes going down on you, while you are sitting there chatting with her over coffee, seemingly having “an innocent” conversation.

Much of what you will read in what follows involves the use of Speed Seduction® Language “patterns”, and they are carefully crafted and designed to evoke these emotional states, bring them to the surface of a woman’s consciousness, and then to be linked to you, in what are actually surprisingly easy and mutually enjoyable ways.

These “patterns” can be longer, memorized language constructs; for example, where you describe what it is like to deeply connect with another person, and/or ask her what it is like for her when she feels such a connection.

Or they can be me much shorter questions/quizzes/and fun little games and “demos” that require her to do most of the talking.

Ideally, you will use both kinds of patterns: those that require her to do most of the talking, and those where you incorporate and feedback her answers. Or you will use those that require you to talk a lot at first, in order to awaken her imagination and get her talking.

In any event, the key here is language and learning to look for the subjective emotional processes that drive a woman's world of inner fantasy, hidden desires, driving wants and needs.

Key Understanding #4: In addition to learning to think in terms of processes and emotional states, as ongoing, and creatable at will, learning to control the vibe you project around women is 50% of winning this game.

It's true, language is incredibly powerful. Learning to think and perceive women in terms of their subjective emotional states and processes is very powerful.

And also, it is important to realize that women are creatures of vibe.

Consider your vibe to be like a conductive medium in an electric circuit.

Let's say you want to send 100 volts of current down two conductive mediums.

One is a sheet of gold foil. The other is a sheet of cardboard.

Which one is likely to conduct the electricity and which one is likely to do nothing?

Even without any training you know the answer; the gold is our champion conductor.

In the same way, your vibe-the energy you project, your beliefs about yourself and what is possible for you in your world with women-this will act as the conductive medium across which your words will flow.

At least 1/3rd to 1/2 of the Speed Seduction® training is therefore devoted to teaching you to rapidly create and maintain the best, most possible, most effectively usable vibe in the real world with women, while you are working at perfecting your skills.

I want to really hit home on this point: it is pointless to try to create a vibe of "mastery" while you are trying out new skills. It just doesn't work, can't be maintained without a tremendous output and investment of mental energy, and more to the point, it isn't required.

Too many guys are trying to get absolute certainty and absolute perfection before they try anything new with women. So of course, they wind up never trying and never getting any perfection or certainty.

Speed Seduction® will teach you to powerfully create an effective combination of vibes that makes you very attractive BEFORE you gain mastery of the other skill sets. To be sure mastery of the skills improves the vibe. But we have solved

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that problem of giving guys working, effective, informed enthusiasm and intelligent motivation and confidence as they are going up the learning curve.

Key Understanding #5: The emotional states, and flows of feeling women experience around you, The Speed Seducer® are not being created by you, or temporarily being invented or imposed by you. They are already there, either running beneath the surface or ready to be run. So you are not “imposing” anything, but bringing to the surface what is there.

What you are about to take on will create powerful, even seemingly shocking emotional responses from women. But actually, it will not “create” anything. You are merely skillfully bringing to the surface what is already running all along.

And women want to experience these flows of feeling and emotion. They crave these emotional states. By assisting her in experiencing them with you, you are giving women a rare gift. For few men know how to truly perceive, experience and feel a woman’s subjective inner world as she does. And the man who can do this, while at the same time staying a man, and setting a firm lead, will be able to write his own ticket as he gives these gifts.

You are about to become an incredible gift giver to women. Even if at first the gift is given without much style or skill, a gift it begins and a gift it always remains.

Peace, piece and good luck,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ross Jeffries
Founder, Speed Seduction®

Speed Seduction®: Magic or Mechanics??



Believe it or not, your old pal Ross actually has his critics. People who don't like me. People who think I shouldn't be teaching you what I'm teaching.

One of the things I hear most often from these morons is something along the likes of, "C'mon now, Ross. What you're talking about couldn't possibly work. In fact, it sounds like magic."

Now, I don't really care what these pin-heads think. But I am concerned that YOU, dear reader, understand what Speed Seduction® is all about. And it certainly ISN'T magic.

Now, don't get me wrong. If you're like some of my students when they are first starting out and your dick's been drier than a leaf in the desert for years and then suddenly you're banging four or five incredibly hot women, it might seem like magic. And to someone who doesn't know what you're doing, it will either seem like magic or prostitution!!

In fact, Speed Seduction® is mechanics. That means it requires a certain sequence, set of circumstances and applications in order for it to work.

Within that framework, it's massively powerful, but that framework still has to be there. Just like a super-charged, perfectly tuned, 450 horsepower, V-8 engine won't run without the oxygen to burn the fuel, Speed Seduction® only works when there are certain necessary conditions.

Thankfully those conditions have nothing whatsoever to do with your looks, age, money, social status or other "externals" outside of your control.

In this issue, I'm going to review what those conditions are, and how you can use all this to massively increase the quantity and quality of your babe hunting.

Condition #1: You've Got To Be In The Right Frame Of Mind

As I've said time and again, the patterns I teach are NOT just another high tech way to beg yourself into some girl's pants. If you view them like this, then, even if you deliver them flawlessly from a technical standpoint, you are still going to get nowhere because your weak-ass, piss-ant, puss-whimp attitude will...

...Totally Annihilate The Emotional States You Are Attempting To

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Create In Your Subject!

(Hey...did you notice how I'm mellowing out? I said "subject" instead of "victim". I must be getting old!)

How does this self-defeating process take place? Simple. As I have said time and again, in any area of life, if you are coming from a place of hunger, or need, or desperately trying to prove to yourself that you can win again, then you almost certainly guaranteed to fail. You'll simply push away the very thing you want and get locked into a self-perpetuating "defeat-cycle" that gets you nowhere.

If you want to be hilariously successful with Speed Seduction®, then you must realize that the patterns aren't about begging. They aren't even really about tricking or misleading.

No, sir, the patterns are about being able to create such incredible states of pleasure and fun and highs for her that no one else can, such that she really WANTS to give you her sexual goodies. They're about creating states for her that no one else can.

Viewed like this, that incredible babe you want to bang isn't someone you need to fear. She's someone who's about to receive an incredible gift from you, a gift she might continue to receive IF she's smart enough and hot enough and sexy enough to give you what it takes to keep YOU coming back for more.

You see, it sure makes a damn big difference when you can look at a honey-pie and honestly think to yourself, "How good can this woman stand to feel? Let's go have fun and find out!".

Speaking of fun, another big part of being in the right frame of mind to make Speed Seduction® work is refusing to take it seriously. By that, I mean you take the attitude that you are experimenting, having fun, and if what you try doesn't work, you've simply polished your skills and learned something new.

Let me illustrate this by telling you about one of my favorite students, David W. David is, to put it charitably, unattractive. He's 6 foot, 270 pounds, dresses like slob on his best days, and on a scale of one to 10, 10 being a Greek god, he's a 3.

David also happens to be banging four gorgeous women, all of whom are either aerobics instructors or tri-athletes.

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What made this success possible? Well to quote him, "I thought to myself, hey, since this isn't going to work, I might as well pick the best looking women in the gym for it to fail on and see what happens".

Because he didn't need to make it work, and took a relaxed, experimental attitude, he got out of his own way and is now the envy of his friends, who still don't believe him when he told them about my stuff.(Assholes)

Condition Two: Sufficient Time To Speak With Your Subject To Run A Minimum Of Two (Preferably Three) Patterns On Her

As I'm fond of saying, a lone pattern, by itself, is like a lone piranha; nasty, but hardly deadly.

To be effective, patterns have to be run in sequences, and I strongly prefer to stick in a minimum of three.

Can you do patterns strung out over a period of time if you really don't have much of a chance to talk to a woman?

Sure...but your effectiveness goes WAY down. Look at it like this; in a boxing match you could land one solid punch per round, for fifteen rounds, but it's much more effective to slam the guy with the fifteen punches one after another.

This is why I recommend, for example, if you're going to use Speed Seduction® on a waitress that you go in at OFF hours, so she has time to talk.

Condition Three: Enough Flexibility To Get The Initial Entryway Into Her Neurology

When you start running patterns on a woman, the point is to find that initial entry into her neurology that lights her up and gets a strong response.

Sometimes this requires you to cycle through a few approaches.

As an example, I was having dinner with a friend who I hadn't seen in some time, and I was explaining to him how Speed Seduction® works.

Rather than continue to try to explain, I decided to demonstrate on our tasty little waitress.

I started out by telling her that I had an intuition about her, that she was a very visual person.

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What was her response? Just about zero. She showed NO interest and no response. Obviously, appealing to her visual imagination was not the doorway into her mind.

I then moved to another favorite ploy and allowed her to "overhear" my staged conversation with my friend, wherein I talked to him about how women select men for different roles, but no man can give everything a woman needs.

(This will often get them talking if they have a boyfriend and aren't happy with him, which is pretty damn often).

Again, zero response. Zip. Nada. By this time, my old friend was looking more and more skeptical.

Did old Ross give up...just pack it in and quit?

Not on your life, Cedric. Next time she came by the table I mentioned the fact that I had just been reading an article about how men and women connect with each other. (Here, I was trying to get in using the emotional doorway). No luck with this approach either; perhaps she just didn't know how to read and was embarrassed by the fact.

So by this time, I figured it was time to switch strategies. Leaning back in my chair, I looked at her across the restaurant, turned on my intuition and asked myself, "What can I notice about her that has to be true that I can use to make a connection?"

What I noticed in this poor, overworked food-server's case is that she looked tired as hell. So next time she came by the table I said, "You know, you sure look like you could use a vacation. If you could imagine your ideal vacation spot, what would it be like?"

Well, mercy's sake, wouldn't you know that at point she dropped straight into trance and begin to imagine her day on the perfect beach, soaking up the sun, feeling the warm water and the cool breeze?

Of course, from there, I went straight into the blow job pattern, talking about how interesting it was to me how people connect with their fantasies and desires and day dreams and about how I was just reading an article about the difference between compulsions and anticipation...

Did she respond strongly to this? Only with a super-doggie dinner bowl look that my Dalmatians couldn't have produced during a hunger-strike! (My Dalmatians would NEVER have gone on a hunger-strike!)

Now what is the point of this story? Just that I wouldn't have been able to do this if she had been terribly busy or if I had been in hurry and if I didn't have the ability/flexibility to keep right on going when the first three approaches I tried fell flatter than a pre-pubescent girl's chest.

Put even more simply: it worked because there was time to talk and I knew how to keep going.

So look; if you're having some trouble with your Speed Seduction® skills, chances are it's due to a problem with one of these three vital conditions. Pull yourself up short, take a breather and re-assess what you've been doing. If you've been putting yourself in situations that are stacked against you, (e.g., the girl's always too busy to talk, or your attitude is just plain fucked) re-arrange things so the odds are more in your favor. You'll find Speed Seduction® still yields results for you light years beyond anything else out there.

After all, David W. has only been able to figure out how to make it work for him in the gym. He still can't pick up a girl on the street to save his life. But with four firm, young, perfect-bodied athletic women to console him as they buck and writhe like mad, giving him their sexual all, I don't feel too sorry for him.

Go thou and do likewise.

The Mail Bag

From: "AM Randle"
Subject: A seducing story

Ross,

It's been a while since I last e-mailed you as regards to sharing Speed Seduction® ideas. This idea should prove interesting.

What follows is a powerful seduction story on similar lines to your Discovery Channel pattern. The great thing is that in England people like talking about the weather (a pretty boring subject matter) but this can be spiced up.

You: Well where I come from we have amazing thunderstorms at this time of year - not just ordinary ones. Have you experienced the type which REALLY GRABS YOUR ATTENTION.

Her: Oh yes we get them sometimes.

You: Do you find it so moving when you are busy outside and the atmosphere FEELS ELECTRIC and suddenly everything stops [pause]. Then it starts to rain that type of rain that is WARM AND COMFORTABLE.

Next you hear the faint rumbling which gets closer [move closer] and you know it's GOING TO BE BIG [having you hands on your thighs and moving them upwards and outwards is better than pointing at your gonads!].

You: It's now when you FEEL LIKE GOING INSIDE [gesture your finger tips towards her chest when you can experience your senses being stimulated by its mighty power. Have you ever noticed that the storm's power is TRYING TO COMMUNICATE A MESSAGE TO YOU?

Her: Yeah, it can be scary.

You: Yes, although its power is exciting, inside you feel perfectly safe. Often these storms do last and keep the momentum going until finally when it finishes you are left with this calm and a wonderful experience that you can reflect on for years to come.

I amaze myself sometimes, Ross. I think there seems to be 2 (or maybe 3 with the pause) subtle ways of getting her attention and 1 sneaky method of introducing a state with this pattern. What do you think?

Dear Andrew,

Wow! I think you Brits are too damn clever. How the hell did we slap your brains out and kick your ass in two wars?

Actually, this is a damn good pattern that all you Speed Seduction® patterns should pay careful attention to. He's layering in/combining descriptions of intense body feelings, emotional states and he's also throwing in some very good sexual metaphor while he's at it.

As I've said before in my seminars and Home Study Course (plug, plug, plug), if you can combine body sensations/emotional feelings/sexual stuff all at once, it completely overloads and lights up her neurology to the point where she just can't resist it.

She HAS to get turned on as part of the overall arousal response with all of her neurons firing every which way.

Good job, Andrew, and an extra ration of Spam, egg, sausage and Spam for you!

From: mxxx@mindspring.com (Michael XXX)
Subject: I love You!!!!

Dear Ross:

No, I'm not gay, I love you for teaching me this masterpiece called Speed Seduction®. I've started to really dig in to your Speed Seduction® stuff and its REALLY WORKING BEYOND MY EXPECTATIONS even though I have only used the patterns on the phone.

It still feels really strange saying this stuff but the women I use it with

listen very intently. I can feel them going into a trance.

If I do patterns with a woman on the phone, what patterns are left to do when I meet her (that are not sexual)? Could the patterns be repeated with out her saying "hey, we've been through this before"?

I sometimes feel I should be running patterns continuously throughout the meeting. Is it necessary or could I simply do a short connection pattern when I first meet a woman? Will this have long lasting effects as I just be myself?

Right now I feel more comfortable just getting an intense connection going between me and the girl before I try the sexual stuff out, but I'm having a ball using the connection patterns which I think will get me laid in and of itself.

Dear Michael,

You ask some excellent questions, dude. Before I answer them, congratulations on practicing the patterns in a way that feels comfortable for you. I highly recommend phone practice as a way to initially get comfortable with this stuff, and I myself continue to make "phone work" an integral part of my approach to Speed Seduction®. I find women are actually more susceptible on the phone, as being alone makes them feel more secure and comfortable as they think I can't tell how they're responding.

Now to your interrogatories! First, if you do patterns well enough on the phone, you won't have to do much when you meet her; in fact, you may not even have to meet her at all in the traditional sense! She may get so hot and

bothered she'll want to pop round to your place and ride your trouser snake till the crack of dawn.

That sure would beat a poke in the eye, unless you don't know what she looks like, in which case I advise caution.

In any case, if you've already got her well opened up and lubed on the phone, why not elicit her values in a relationship when you meet her in person? She'll be well into already feeling very connected to you, thanks to your excellent phone work, and you can then simply repeat her values back to her and close the deal very rapidly after that.

Sure, eliciting values IS a pattern, but it doesn't sound like one, doesn't require tone shifts or pattern type language, allows you to sound entirely conversational, and, as an added bonus, tells you exactly how to behave if you really do want to continue seeing her in any type of long term "r..re..re..rrrr..re".

Well, you know what I mean. I just can't say the "r" word without kinda choking. But this way you don't even have to use another language pattern ever again if you don't want to; just behave according to the rules and values she reveals and you're home free.

Now, having praised you so far, one word of caution: not ALL girls respond to "connection" patterns. Some girls, for whatever reasons, are just NOT open to emotions; they are however quite open to the sexual stuff. I know this contradicts what I originally taught about ALWAYS doing the connection stuff first, but some women are just shut down to emotions at various times in their lives for whatever reasons.

Cycle through different approaches as I explain in this article, see what gets the response, and go from there!

Good luck!

Persuade...And Get Laid!

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From: LadyKiller
Subject: some suggestions

Hi Ross,

I just listened to your "slut report", which is pretty ingenious. See, I'm a college boy, and I just wanted to tell you that it is a must for any college guy.

Anyways, here are just a few tips I thought of and tried: (1) See, I go to a college that is infamous for girls who are dogs....there are only a few sexy hunnies (I knew I should have gone to Cali.) so in order to avoid the ugly bitches, just look in the yearbook/facebook.

Okay, now you have her name....then go to your handy-dandy campus phone book (which should be free at the campus center, library, or admissions office) and look up her name. Presto! you got your babe.

Later,

LadyKiller

Dear L.K.,

Geez. Just when I thought I had reached the very pinnacle of sliminess and sleaze, some young up-start comes along and knocks me off my perch! Is there no end to how low you guys will sink?

Actually, I salute your cleverness.

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

<http://www.RJSeductionMastery.com>



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Voodoo Dildo

Every once and awhile, I get nostalgic. Now, this doesn't happen too often; usually I only look forward.

But the other day, I was going through some of my original Speed Seduction® research notes going back over a four year period of time. During that review, I recognized that I had several "breakthrough" realizations that dramatically increased my Speed Seduction® understanding and ability.

You see, what many people don't realize is, a large part of my ability, even what some people would call "genius" (and I'd be the last person to argue with that term!), is actually the ability to experiment, make tons of mistakes, and only pursue those directions that work!

So I thought it would be very useful to you in your efforts to become a master Speed Seducer and persuader, if I dedicated this article to sharing those breakthroughs with you.



Without further ado, and in no particular chronological order or order of importance, here are...

Ross's Speed Seduction® Breakthrough Thoughts, Rules and Realizations!

1. Not all women will respond to "connection" patterns. Some women who are already emotionally occupied, but sexually bored, or shut down emotionally, but open sexually or just don't believe relationships are possible will still be very receptive to a "body sensation" approach.

2. There are two classes of women who respond to patterns; those who want to be overwhelmed, and those who want it to be their own experience. The women in the first category will just sit and let you run patterns without interrupting; the second category will interrupt by talking. That's ok...let them talk...because they will give you their personal trance words which you use back with them when you continue with the patterns! Girls in the second category are actually more entertaining and fun!

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3. Stack patterns in levels of three whenever possible. A single pattern, by itself, is annoying, like a single piranha, but hardly dangerous, like a school of piranha.

4. In line with number 3, do as much as possible as soon as you can. If you wait until a "date" to do the patterns, you may never get one!

5. Some women, for whatever reason, have a "time delay" effect; the patterns might not appear to work, but an hour or 3 days or even 3 months later, out of the blue they want to bang you. This "time delay" can be an x-factor that can make responses seem a bit more unpredictable.

6. As far as possible, layer in body sensations along with your connection patterns! When you combine body sensations along with emotional connections, either at the same time or rapidly in sequence, the effect is practically irresistible and the power isn't additive...it's exponential!

7. The conversational frameworks that make introducing and weaving patterns together are as important as the patterns! Therefore, practice being able to weave together pattern sequences by focusing on broad-based THEMES, rather than rote recitation of patterns. THEMES allow you to tie patterns together and almost make it unavoidable to use pattern type language.

Great THEMES for seduction are:

A. How we connect with each other

B. How we connect with fantasies...daydreams...imagination...desires.

C. Even more broadly, connections as a theme would include the first two.

D. Moments of stepping aside consciously and surrendering to something....this could be surrendering to a peak experience, to peak performance(useful for dancers, artists, athletes, musicians.. anyone who has to perform!)

8. When you learn how to do Speed Seduction® according to 7, above, it ceases to be about mind-fucking and ramming memorized patterns into a co-operative subject, and becomes a mutual exploration of how you think and how she thinks about certain topics, that naturally would lend themselves to pattern type talk even if you didn't know a thing about Speed Seduction®! Using the pattern language, therefore, in this context is utterly natural, incredibly powerful, and allows you to actually learn something about the woman on a very deep level while you are creating incredible connections, sexual feelings, etc. etc. The best of both worlds, but not all women are sharp

enough or developed enough to respond to this approach. If they aren't, either walk or go back to standard pattern recitation!

9. The phone is an incredible way to do patterns because women feel they aren't being observed and therefore can be a lot stronger in their responses.

10. A genuine curiosity or a genuine intuition is an incredible place to start from. Intuition is a superb seduction tool, when combined with ferociousness, a sense of humor, some cockiness and some thoroughness.

11. With women who want it to be their own experience, combining, body sensations, their own personal trance words, vagueness and sexual metaphor is a knock-out combination! (Since their resistance can be high, it helps to talk about how "a person can" or "if a person could, then THEY" rather than talking about her directly. She'll naturally apply it to herself, since she is so self-referential to begin with!)

12. Knowing what to pay attention to, what to listen and look for is as much a pattern of seduction as the language patterns.

13. In line with number 12, the question to ask, and the main thing to pay attention to is, "How is she responding with her imagination and emotions?"

14. When thinking of an experimental pattern or approach, ask the question, "How is this structured to capture and lead her imagination, and if it works, what do I follow up with?" If you can't answer those questions, your odds of it being successful are VERY shitty.

15. The proper attitude to have is, "Of course this is going to work...this is how women naturally respond anyway...and since I'm someone who already knows he can have this...it's just not that big a deal!" If your attitude is, please...please...make this work or, please, please, dear goddess, I hope this works with you...am I doing ok?" you are going to get stomped!

16. Dead ends pursued that lead nowhere:

A. Trying just being outrageously confident without any patterns. ALWAYS got cancelled on or stood up, without exception, period, full stop.

B. Trying stringing together presuppositions, without any patterns going before them. Stuff like, "After you've fallen for me completely" works great as the knock-out punch after you've done patterns, but by itself, alone, won't cut it.

C. Trying "connection" patterns with strippers. To strippers, healthy, emotional connections are unwanted, impossible and not in their model of the world. To them, excitement, adventure, and thrills ARE what constitute a connection, so give them that if you choose to deal with them at all.

The Mail Bag

From: xxx@anonymous.net

Dear Ross,

I would really like to know the scoop on meeting women in singles bars. I and many guys I know have no problem meeting women in other situations, like meeting someone through business or in a checkout line and then moving from there to coffee or dinner.

But in a bar situation, given the layout of a nightclub or most bars, it's harder to strike up a conversation unless it's with a woman who you happen to be seated next to. And the chances of this are remote because there are far less bar seats and table seats, and then there are women who aren't even seated.

So if a woman is with a group, how do you approach? Do you approach cold, without any eye contact? Are the chances of cold approaches working to any degree so low that most men who do this just realize that 90% of the time they will be blown off and they just have the guts to keep trying, trying, trying?

Dear XXX,

Wow! You ask a lot of great questions. I'll try to answer as many as possible as space permits!

First, I tell guys to avoid singles places as far as possible. It's better and easier to meet women anywhere they go to feed their faces...coffee houses, gourmet yogurt shops (there's a place here in Los Angeles, near UCLA that has about 15 women for every guy and it's packed from 9PM to 11PM, 7 days a week! It's so crowded, you can't NOT meet women...no cover...no loud noise to shout over...no smoke...no expensive drinks!).

Now, you mentioned "layout". If you ARE going to go to a "singles place", I think layout is CRITICAL. Since these places can be tough anyway, you might as well have the layout making it easier. It should be physically laid out so:

1. It's easy to make eye contact from virtually any place you are sitting or standing.

2. You can observe the entrance and preferably the bathroom! This way you can make contact/observe everyone who comes in AND see whoever you might like to approach leave her group and head off for herself for a while to answer the call of nature...a perfect time to pounce!

3. Preferably, it has SOME place that is quiet enough that you can talk. NO loud music, or a room where the music isn't so loud. In my own research, I've found that places that have a bar as part of a restaurant are the only ones that fill this bill of particulars.

For example, let's compare two places; Houston's restaurant, in West L.A. which I rate an A++ by these standards, and Chaya restaurant in Venice, which, though it has so many hot babes that some nights it resembles a modeling convention, nonetheless only earns a C+.

Both have a bar attached to the restaurant. Both have no music to shout over.

But Houston's is dramatically superior. The bar is huge and rectangular and from virtually ANYWHERE you sit at the bar, you can see and make eye contact with virtually anyone else sitting there, plus some people sitting at tables in the restaurant! It's a big bar, seating probably 30+ people, and if you pick the right seats, you can also keep your eye on the bathroom! Ample opportunity for eye contact and observation!

Chaya, as I said, is babe-city! I swear a castrated priest would pop a woody with all the great looking women!

However:

1. The bar has LIMITED seating. MAYBE a dozen seats, plus some tables in the bar area.

2. The bar is basically just one sided, and it faces a wall, away from the door, the tables and anything else. All you can see without effort is the person next to you and the bartender!

3. Therefore, the ONLY way to work Chaya is to get there early, stake out a seat at the bar or a bar area table, and DON'T MOVE. Too bad. It's babe heaven, but too badly laid out for my lazy ass!

Let me give you one more example to contrast and illustrate these principles...Broadway Deli in Santa Monica.

On the plus side:

1. LOTS of traffic. Pretty girls getting off work pack the place from 6 to 8 P.M, Monday thru Friday, plus there are tons of movie theaters, night spots, etc nearby. Women go there to meet before and after movies, dancing, etc.

2. NO loud music; in fact, no music at all.

3. Pretty good visibility. From any spot in the bar, you can make eye contact with most other folks.

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The negatives:

- 1. The bar has only two sides for seating...it's "L" shaped. The servers and bartenders use the other two sides!**
- 2. The bar has some blind spots.**
- 3. The bar has limited seating!**
- 4. You can't see the door, can't see the tables in the bar area and you can't see the bathroom!**

Rating: B-

No matter where you go, it helps to have a gimmick. Get a deck of Tarot cards. Pull them out, start going through them and I guaranteed women will approach YOU!

As far as approaching cold; if a woman is in a group, and I can't make ANY eye contact...and she stays with the group...and a gimmick isn't working to get the attention of ANY of them...I consider it a BIG crap shoot...a REAL roll of the dice. It's like the difference between a good, solid poker hand and playing ROULETTE. If you feel ballsy, go ahead...you've got nothing to lose, but I think the odds of success are just much lower.

Bottom line: most singles spots (especially as you get older!) offer low odds for success, UNLESS they are laid out in user-friendly fashion. Think of it like selecting a casino at which to gamble; you would want one that offers the lowest possible edge for the house, and the best odds and pay-offs for you! You wouldn't let flashy lights, free entertainment and free drinks get you to gamble at a place where you knew they rigged the games against you, would you?

Most singles spots are like the flashy casino that's cheating the customers; stay out unless you've checked out how they are running their games!!!

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Dear Ross,

I have a confession to make. I've been very bad because I've used your methods for things that they weren't designed for. When I purchased the course, all I wanted was an NLP "how to" course, since the ones in Australia are so bloody expensive and apparently run by less than honest practitioners. So when I read the success stories as printed in your Ad letter, I was convinced that if these methods can be used to seduce women, then what you are selling must be pretty good.

To practice your methods, I used them at the retail store where I worked, and frankly I was shocked because I was able to get irate customers to leave thinking they've won in a situation when in actuality they'd lost and left for home empty handed. I was able to get annoying pensioners out of my face, and able to deal with smart-ass managers and the even the store manager and come out on top! Me and another guy were even able to get one junior manager to flip out whenever we wanted to, just by saying, "don't get into an emotional state!" at which point he'd spit the dummy and have to leave!

I've realized that I've used the power attitudes and patterns to also get a promotion at higher pay!

Thanks for making life a little bit more bearable, and who know; I may even use your stuff to get laid!

Brendan Strubel,
Melbourne, Australia

Hey Brendan,

Thanks for the compliments! I've said all along that the key to persuading in ANY area of life is to capture and lead the imagination! What a horrible deal that the tools that show you how to do this for seduction can be used to improve and enjoy ANY area of dealing with your fellow humans! Oh well; life's a bitch and then you die!

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

PS. Here's a great joke to tell a woman you ALREADY have good rapport with or already know well. Notice how it uses embedded commands to get her all hot and horny.

This guy is leaving town on business for a week and he's starting to get a little worried. You see, his wife is a nymphomaniac, and he knows that as soon as he leaves, she'll start to GET VERY HORNY and think to herself, "YOU'VE GOT TO GET SOME".

So he goes to the adult toy shop to check out what they've got. And he notices there's an ornately carved wood box behind the counter. So he asks the salesman what it is, and the salesman says, "Oh...that's the voodoo dildo. Here...let me show you."

So the salesman opens the box, and there, lying on a bed of red velvet is what looks like an ordinary vibrator.

The salesman says, "Watch this! Voodoo dildo-door!". The voodoo dildo rises from the box and flies across the room and begins banging like crazy against the keyhole! Before it can break the door down, the salesman says, "Voodoo dildo-box!" and the dildo soars back and gently lands in its box.

Well, needless to say, the guy HAS to have the voodoo dildo! At first the salesman refuses but after an hour of haggling and \$1000, the man walks off with the magic dingus.

He explains how it works to his wife, and kissing her goodbye, sets off on his trip. Now, she resists using it for two days, but finally, she starts to FEEL THE HORNINESS BUILDING INSIDE. She can't take it anymore, so she opens the box and says, "Voodoo dildo-my pussy!".

The voodoo dildo slams into her and begins pumping her in every conceivable position and angle. She can't believe the power and precision; she's getting it with exactly the right strokes, exactly the right angles, exactly the right pressure and she starts to HAVE ORGASM AFTER THUNDERING ORGASM."

After two hours, she can't take it any more, but she can't pull the damn thing out! The harder she tries, the more it seems to change it's shape and adapt to her, to fill her exactly the way she needs to drive her to WANT IT MORE AND MORE AND MORE WITHOUT STOPPING!

She tries calling 911, but they don't believe her! So she decides to drive herself to the hospital. As she's headed down the road, she's moaning in pleasure and desire, because the dildo keeps making her HAVE UNBELIEVABLE ORGASMS.

Because she's swerving all over the road, a motorcycle cop pulls her over!!

The cop wants to know if she's been drinking, and she says, "Officer...I wasn't drinking! It's all because of the voodoo-dildo!"

And the cop says, "Voodoo dildo, my ass!"

Nail Your Inner Game!



First, let me wish you a Happy and Prosperous. I can assure you I've been devoting my time to continue to bring Speed Seduction® along as far as it can go and to make it **the most dynamite, hands-down practical system** for success and power with women that the world has ever seen.

I'd like to address some of the more common challenges that my students and clients have brought to my attention over the past year. I think by clearing these up you can **EXPONENTIALLY increase your Speed Seduction® success.**

First and foremost, I want to talk about some basic concepts to get you through the initial learning curve.

Look: I know that Speed Seduction® can seem a bit overwhelming at first. In fact, I sometimes think I deliver TOO much; you really have to immerse yourself in it to absorb it all.

And so the single most important thing I can tell you about being successful with Speed Seduction® also applies to success in virtually ANY new endeavor. And that is...

Don't Let Your Feelings Determine What Your Vision Will Be!

Listen: recently I was talking with a friend who had been feeling down...going through a VERY tough period...and she was asking me how I got through my bad times (which have been pretty bad and desperate at times...TRUST ME!).

And it occurred to me that everyone has struggles; everyone has difficulties, everyone has some real challenges. But those who get through it all and make a life for themselves the way they want **don't let how they feel in the moment determine what their vision will be.**

Now...don't get me wrong. I'm not saying to ignore the initial frustration you might feel when you are first trying Speed Seduction® and maybe tripping on your dick or falling on your ass. Or even more frustrating, getting some really great responses from hot women, but forgetting or not knowing **that last vital step to close the deal.** We've all been there.

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What I am saying is, acknowledge the frustration...or even the confusion. But don't make them the deciding factor .

Let me give you a hint about something; we live in a world where 99% of the population is controlled by their feelings in the moment. That means they have little or no discipline. That means they have little or no direction or motivation. That means they sit around and wait for their feelings to kick them into action. That means you can be a zillion times more successful than them in ANY area of life if you can just get past this.

Here's my antidote for Speed Seduction® (and life) success:

Acknowledge Your Feelings But Act Based On Your Vision Of The Way You Want Things To Be And What You Want To Have Happen And Develop A Stubborn Refusal To Give Up Until Your External Reality Matches That Vision!

A bit more about "stubborn refusals". You see, sometimes, I think being "negative" can work better in the boost phase of a project or an endeavor than being positive.

Again...don't get me wrong. Your VISION can and should be positive. But as far as feelings go, sometimes what it takes to get started is a STUBBORN refusal to accept things as they currently are...to be willing to do anything to fight your way out of it and get to something better.

As an example from my own life: when I was 19 years old, I was still absolutely terrified of women. But I decided that summer...and this is really weird...I just decided one afternoon that I would no longer be a prisoner of fear. That I didn't care what happened to me while I did it or what I had to go through but that I was either going to get over my fear of women or die in the attempt.

So that summer I went to the shopping malls...and FORCED myself to talk to every woman I saw. I came close to throwing up the first 2 or 3 dozen times I was so scared. I'm sure I didn't make any sense as I blurted out ANYTHING that came to mind. But I was SO determined to overcome my fear, I didn't care.

And guess what? After about the 20th woman...a strange feeling came over me. A rush of elation...of knowing I had kicked over and triumphed over a boundary and barrier that had kept me back! And I knew that every time I fought that barrier...every time I defied and worked and acted against it, I was growing stronger, no matter HOW the women happened to respond. I was experiencing the power and joy of defining through brave (albeit not very effective) action how I wanted to be.

Now...since then I've developed and found MUCH better tools. But that willingness to pay the price and the stubborn refusal to stay stuck made all the difference in the world.

Which brings me to another vital point. And that is...

Understand And Utilize The Value Of "Willingness" Vs. Will!!

As kids, I think we are often brought up with tales of how our parents or grandparents or whoever endured terrible hardships and how easy we have it. THEY had to walk miles through the snow to get to school, wake up every morning at 3am to milk the pigs, and then after school work fifteen hours in the brick factory. And when they got home dad would beat them about the head and neck with a piece of chicken wire, IF they were lucky.\

And sometimes, we're encultured to believe in this concept of "steeling" ourselves against hardship.

I think this concept is often a mistake.

A story to illustrate: A brave...and I mean VERY brave girl is coming to my next seminar as a demonstration subject. Now, I met this girl at a Silva Mind Control Training being given by my good friend and teacher, Dr. John Latourette. And when I called her today to make sure she was coming, she said,

"Well...I don't know. I can get the time off...and I can afford it...but frankly...YOU SCARE ME!". Now, I thought that was pretty ballsy for her to admit that she is scared and to be straight with me about it.

But the funny thing is this: she also told me she was scared of Dr. Latourette and what HE teaches...that she finds Dr. L(who I admire greatly, by the way...don't hurt me, John) frightening, but she STILL went to his seminar, because she, truly, truly wants to learn what he teaches.

Now, I said to her, "look down at your lap and tell me if you see huge brass balls, because YOU'VE got them! To be scared but want it badly enough to go anyway is true, true courage!".

So, after discussing me and MY seminar, she's still a little frightened of me. But she's coming anyway, and I admire that 1000%. This girl will go much farther in her life because of that quality of willingness; of being open and willing to take action even though she's frightened!

My point is this; if you simply open yourself to whatever learnings might come your way and whatever initial embarrassments or frustrations you might

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experience as you are attaining mastery at Speed Seduction®, you don't have to steel yourself like you are about to be in a car accident!

Rather, you can RELAX and accept that it may be tough for a while and decide you will push yourself through it anyway. Because when you relax into it you'll rocket through the learning curve..

Listen: It may seem like I am harping on this a bit, but it is VERY important. Because "will" not only makes things harder, it also tends to exaggerate the actual price you have to pay and implies a doubting of your ability to take it. In effect, it's an OVERresponse. Willingness on the other hand allows you to relax and keep your focus during the learning curve. You're not fighting yourself and things therefore flow much easier. The learnings come faster and above all you get to keep your FOCUS on where you want to be!

A Good Practical Exercise For Maintaining Your Vision

I've found that the following meditation REALLY has helped me during the toughest times to keep my vision focused on the future!

Sit quietly, and do some deep breathing. If you know some breathing disciplines or already know how to do altered state work of some kind, go ahead and do it.

Once you reach that altered state, close your eyes and say to yourself, "I rise above what others think is possible and enter a place where anything can be." As you say that, literally visualize yourself rising above the ground and see the city beneath you, containing all the limits and limited thinking (including what was once your own) down there below. And now from this NEW place...this place where anything can be possible...where anything can be tried out and anything can be tried on...from THIS place, think about how you'd like things to be and what answers you can find. From this place set your vision and do your thinking. And carry this place with you. Because it's where you DESERVE to live from.

And the truth is this: it is ONLY when you live from is place FIRST that your external reality will begin to reflect it. The sole trick is getting through the lag time between the two! That act of discipline, clarity and willingness is the key to getting wherever you want to in life!

Ok. Here Are The Specific Speed Seduction® Trouble Shooting Tip

Tip 1: The patterns are examples, NOT rules. Many students think that unless they present the patterns to women, word for word, that they won't work or get results. THIS IS JUST 100% FALSE! The patterns are only examples...very GOOD examples...of the kinds of communication that turn women on. But they aren't meant to be rigidly or exclusively followed. Learn from them HOW they work, and you'll be able to eventually create your own patterns.

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Tip 2: Women enjoy the patterns, so DON'T worry about being caught. So many beginning students feel like they are doing something wrong...a small minor crime like picking a pocket or stealing a wristwatch when they approach women to do the patterns!

Hey...the patterns are designed to make women feel wonderful! At the very least you are brightening her day and doing her a favor and at best turning her on unlike anyone else ever has! So far from feeling bad, you ought to be excited about the gift you are giving her!

Tip 3: Practice the patterns out loud! The patterns are meant to be SPOKEN, not read! You can't really master the tonality and tempo unless you practice OUTLOUD! THIS STEP IS CRITICAL!

Tip 4: Take a little bit each day! Speed Seduction® is like learning a whole new language and a whole new way of thinking! Be fair to yourself and don't try to master it all at once! Take your time and just do a little bit every day! You'll be shocked at how much you master in just a couple of months time!

Tip 5: Pattern Flow Is Important! One of the most crucial skills is knowing how to transition from one pattern to the next! In the last letter I sent you, I told you how to make flash cards to quickly learn how to flow from one pattern to the next! If you haven't done that... DO IT NOW!

Tip 6: Understand The Conversational Set-ups! Patterns are hard to use if you don't know how to introduce them and bring them up in conversation! For each pattern you want to use you ought to have at least two ways of bringing it up! I cover this in my daily Seduction Tips, so if you aren't getting them, go to <http://www.seduction.com> and sign up now!

Tip 7: Practice Your Closing! So many guys have told me they've run patterns but when it comes time to closing the deal...they are stuck! Well, as I have said, if you want a result, you've got to rehearse it! So prepare your closes in advance so they flow from you naturally and without thought when you need them!

Along those lines, here are some EXCELLENT closes I've come up with, with some help from my great students, Brother Orion and Brother Kamal (close #3).

Close #1: Why don't we continue this somewhere else and see how much we can enjoy each other's company?

Close #2: It's too bad you're not the type of person who can imagine feeling and doing all the things you love to feel and do...for all the reasons that make sense to you...but as you think about it just like that...doesn't it just seem that spending some time together is something we have to do?

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Close #3: So...what steps would we have to take in order to make sure we can talk again?

Close #4: I have an intuition...and I don't know if you can imagine this as I describe it...that when we get a chance to talk without time pressures or interruptions...we'll really enjoy each other's company...and I'm wondering if there's a number where you feel comfortable having me call you.

The Mail Bag

From: XXXX69

Subject: NO TECHNIQUES BUT A REQUEST FOR SUGGESTIONS TO MY UNIQUE SITUATION

Hello Brothers and Brotheretts;

As my prior post said before, I am new to sargying and I consider myself to still be in the practice mode.

I am trying to turn a friend who majored in psychology into a lover.

This is someone that I have known in the Latin dance scene. I met her almost a year ago and just got her number but I have talked to her whenever I saw her at the dance clubs.

Before we went dancing, I took her for coffee and we talked.

I established what I thought was rapport and told her about my visual intuition about her and her bad habit of making pictures when someone was talking to her.(abbreviated pattern description because supposedly you know this already) She did not respond to this or the connection pattern. I tried to elicit her values and she fought me on this also.

Everything I tried she shut me down and was totally uncooperative.

She told me that I sounded insincere and unnatural. That tells me that I need to work on being more natural sounding. I considered this practice and as Ross says, "Learn from your mistakes, and do not get rattled by setbacks."

This may be one situation where being myself and not using Speed Seduction® may be in order. Personally, I do not like that idea. If anyone has any suggestions besides the obvious of working on sounding more natural that would be great.

P.S. For those of you out there who want a learning experience ----> Although I am new to this and I do not know everything, notice that my attitude is still intact and I will continue to move forward in my pursuit to master and improve my Speed Seduction® skills.

Dear Brother XXX,

I'm most interested in this chyc's comments that you sounded unnatural.

First, from what you yourself said, you've known her for at least a year. So, if you suddenly start talking this way about all this stuff it won't match with what she already "knows" about you and how you talk.

My suggestion in this type of situation, when you are practicing Speed Seduction® with women you already know IS TO USE QUOTES. Take whatever themes or patterns you wish to use, and talk about how you learned about this in a class or a seminar or a lecture or a tape set.

That way all the suggestions go in, without her having to worry about why you are suddenly talking in ways you never have before. Of course you are...you've learned something new! And now here's HER chance to open up and listen to you; after all, what person wants to be perceived as being against new learnings?

Finally, to the extent that you make the pattern more a reflection of your own passions and interests you will have more success in conveying a sincere communication rather than reciting rehearsed "lines". Remember one of the tips above: the patterns are only EXAMPLES and NOT rules.

Along these lines, as an exercise, why not pick a theme that has some deep personal interest for you and also might intrigue women? You can then use pieces of the patterning language to come up with someone unique for yourself! I'm not looking for robots who recite my stuff, but creative thinkers who can make it even better and teach ME how to "Sargy" even better.

From: SXXXXXX
Subject: Healthy judgment...

Hi Ross,
One of my friends has asked me to ask you for advice on what he should do.

I have told him about SS and NLP. At first, he thought it was BS and does not work. By now, he suspects that it works and is not (all) BS, but is still not willing to use it. Thus, he is still a nice guy, and average chump who needs a good advice, otherwise is definitely going to be frustrated. :)

He has hung out with this Chinese chick for a while after she broke up with a

(chinese) boyfriend about 1 month ago. I think he is kinda falling in love and has certainly put a high value on her. He called her to his room once and read her A Single Perfect Rose (I managed to convince him of that) and then told her that he wants to "go out with" her.

She said "It is not a good time" because she just recently broke up this yearlong relationship. They have continued to hang out though—study together, play video games, and other lame-to-do-with-an-HB stuff. Now he has invited her for dinner (against my advice), thus putting bunches of eggs in one basket. Also he did it over E-mail and is anticipating a response after she gets back from the holidays. If she says no, then he won't be needing advice.

If she says yes, however, he is wondering how he should approach the dinner, how to act, and whether to make a physical pass (after the dinner). I have already given him my \$0.02 worth, but he want the advice of some of the guys (I have been showing him some of the list discussions) after of course making it clear what the non-disclosure terms are.

He is definitely a guy who can benefit from Speed Seduction®, because now his social life and (what is worse) his attitude is pathetic. I have told him about the basic beliefs, however he has trouble adopting them:

"There are virtually no good-looking and nice chicks at Caltech. It will take another 5 freshman classes for me to find another like this one." was a response to "If I were to tell you that

tomorrow you could meet 10 women all better than this one..."

"I am more attracted to this girl than any other girls I've liked. She has got just about everything I am looking for. Hell yeah, I've put a hell of a lot of importance on her." was the response to "You are putting way too much importance on this one chick."

Please let me know what you think so that I can let him know. Once again, he trusts my judgment and advice, however, he asked me for the wisdom of the list as well. He is unwilling to use pattern and (I am sure) incapable of mirroring, so it will have to be straightforward pre-SS stuff. Thanks

Stefan

Dear Stefan,

Geez, Louise...your friend is making SO many dumb mistakes, I scarcely know where to begin.

First, and most illustrative, Speed Seduction® is NOT something that is meant to be used to "get dates". Speed Seduction® is meant to REPLACE DATING.

As I tell guys in my seminars, so do I now repeat to you, "DATING IS FOR WOMEN YOU ARE ALREADY SLEEPING WITH".

Secondly, he's coming at the whole thing with a poverty/scarcity mentality, so OF course he's making mistake number three, which is attaching too much meaning to this woman!

Looks to me like whatever advice you give him, he's gonna get clobbered!

It's admirable that you're a good enough pal to tell him about Speed Seduction®, but I'm afraid he's going to really have to hit bottom before he listens! Maybe after this woman has done an ego-dectomy on him, he'll be more willing. But if he won't adopt the attitudes or use the tools, what can you do?

Look: Speed Seduction® is MECHANICS, not MAGIC. If you don't use all the elements in the right sequence in the right way, it isn't going to work. This guy won't do that so he isn't going to go anywhere with it. Leave him to his fate until he decides to come around. Then drag his pathetic ass to a seminar!

From: ScottXXXX
Subject: internet groups and other items.
Date: Fri, 28 Nov 1997 10:58:50 -0600

You are GOD. Not a god but GOD. I am a new student and while a still need a little work on the final close (off). I can easily say that EVERYONE in every area of my life is responding to me and a much more positive way. Since I began studying Speed Seduction® I have been described as passionate, gifted with words, very sexual, spiritually centered, and numerous others.

I have NEVER been described in such ways! I can't wait to get really good!

Scott XXX
Aspiring Slime Bag

Dear Scott,

Thanks for the kind words. Tabby has asked me to remind you that far from being God or a god, I'm merely a fairly useless hu-man who is good for

cleaning the scat box and working a can opener. If I woke up one morning without thumbs or the size of a mouse, she'd gladly kill me if she could.

It's interesting that women are using such terms to describe you as you stated in your email. You need to understand that the more you explore the themes of seduction and let the patterns become real for you, the more terms like "passionate" and "spiritually centered" will become true about you and the more your success will increase.

In fact, I would say students go through three stages of Speed Seduction® Mastery.

Stage One: memorizing and using memorized patterns, word for word.

Stage Two: learning to use themes that incorporate pieces of the pattern language.

Stage Three: learning to use themes that have deep personal meaning for the student as well as being intriguing to women and allowing the student to use pieces of the pattern language.

Sounds like you aren't far from Stage Three. Hope you get plenty of rest and take your vitamins!

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is stylized and cursive, with a horizontal line above the name.

Ross Jeffries
Founder, Speed Seduction®

Persuade...And Get Laid!

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Putting A Price On Yourself

Many people have accused your Great and Mighty Guru of being a cynic. "Ross," they will say. "You've got such a hard and cold view of things".

Well, I tend to think that I'm just being realistic. And one of the most true and powerful realities of human nature is: IF SOMETHING COMES AT VERY LITTLE COST, PEOPLE TEND TO THINK IT IS OF LITTLE VALUE! We believe that things that are difficult to possess are inherently of better quality and that things that are easy to possess are of little value or quality.

In other words, absent knowing what something can do for them, people will make a judgment based on what they have to give up to get it. They confuse price with value.



I certainly hope that you are smart enough to see the difference. Personally, I judge the worth of something based on what it will do for me.

Now, how does this tie in with getting laid? In fact, how does this tie in with having major success in virtually every area of life (which I hope by now you see this article is really aimed at)??????

Just this: if you really want to have massive success with women (and everywhere else) you must learn to.....

Put A Price On Yourself!!!!

Listen: I can't begin to tell you the difference this one, simple principle has made in every area of my life. As you know, I'm not some ivory tower philosopher or theorist. I apply what I teach and if it doesn't work for me, and I damn won't teach it.

And since I've been applying this principle I've not only bagged more babes, but I've made more money, attracted some really wonderful friends, and totally shit-canned some of the few remaining flakes and assholes that had been draining my precious life-force.

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But enough about me. Let's talk about how you, my dear and valued reader, can apply this "putting a price on yourself" principle in your life, especially as it applies to doing the nasty, grinding the grown-up, bumping the uglies and ...

Doing the Screwing!!!

First, if you have my "Unstoppable Confidence" you should add in to your daily affirmations something along the lines of "You put a price on yourself in all your dealings with women and let women know you expect them to pay that price!".

But practically speaking, here are some ways to do it in your behavior in the field:

1. At the appropriate place and time, SHOW YOUR ANGER!! Guys who never get mad, who never show that they will stand up for themselves and make a woman feel a bit of unpleasantness are, in effect, giving themselves away for free!! Let the females in your life know that if they break your rules, cross you, or show any lack of respect that THEY ARE GOING TO PAY A PRICE!

2. Be willing to withdraw your time and attention and be unavailable! There are actually two rules working here: one is that people value more what they have to work for, but also the rule is: if it's rare or becoming MORE scarce it's viewed as being more valuable.

Now, the funny thing is, even seriously flawed rare stuff is inherently snapped up by collectors. That's why collectors will pay \$4000 for a dollar bill with no picture of Washington or some other similar silly flaw, because they know they may not ever see it's like again!

If you really care to feel cynical about human nature, consider the following story that illustrates the becoming more scarce principle:

A few years back, the political godfathers in Dade County, Florida decided to pass an ordinance banning the sale and possession of laundry detergents containing phosphates. Now the people of Dade County reacted in two ways:

A. They actually started SMUGGLING PHOSPHATE DETERGENTS INTO THE COUNTY!!!! Neighbors and friends would organize "soap smuggling runs" where they'd drive to nearby counties to load up on phosphate detergents! This led to hoarding of phosphate detergents with many people building up supplies equivalent to several years use!

B. Consumers in the county, when surveyed, began to see phosphate products as being better than before. When surveyed, they viewed these products as more effective, better whiteners, etc. etc. etc.

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Does this disgust you? (Or does it just make you feel like calling up your girlfriend and telling her to do your laundry?) Well, in any case, as I've said, it's a reality, so use it in the following ways:

- A. Now and again, cancel dates.
- B. Don't always return her phone calls promptly
- C. On occasion, and especially in the begin, GET OFF THE PHONE FIRST!! Don't have unlimited time or willingness to talk!! That should get her viewing you as scarce and therefore a lot more valuable and therefore something...

She's Willing To Pay A Hell Of A Lot More To Get!!

Now the final, and perhaps the most important rule I can give you is:

Let Women (and people in general) Know What Your Rules Are And What You Expect Of Them!!!

Look: it's an axiom in selling cars that the most luxurious, high-price cars are the ones where you negotiate the price the least! If you want a Rolls, you gotta PAY for a Rolls. (Can you imagine the response if someone offered you a new Rolls Royce for \$10,000. Wouldn't you expect something was fishy about the whole deal?)

You bargain (a little) when you're trying to sell a Volvo or a Ford; you don't ever bargain when you're selling a Lamborghini or Ferrari Testarosa. If they can't pay, let 'em keep their noses pressed against the glass outside the showroom with the rest of the "wannabes" and "wish-they-coulds".

Just so, if you think of yourself as a Rolls Or Ferrari, then you must name your price. I'm not talking dollars here, but what you expect in terms of your rules for being respected, loved, etc. etc.

Now, I didn't say whine or demand. I just said let them know with the attitude of: Hey, these are the rules. If you care to obey them, great. You'll receive GREAT value in return. If not, please get out of the way because plenty of people are lined up who WILL pay, and gladly so.

Finally on this topic, you should take steps to totally eliminate from your life anyone in any capacity who will not pay your price, after you have clearly informed them what that price may be, and most especially if they have explicitly agreed to pay it. As I have long said, confidence works two ways: both in going for what you do want and moving away from what you don't. If you don't eliminate

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those who won't pay the price, then you will be undercutting your confidence when you want to move towards what you want, because your behavior is not 100% congruent with your belief that you are a person of value who is deserving of the best.

The Mail Bag

Ross:

I just wanted to let you know how happy I am with your Secrets Of Speed Seduction® seminar tapes. Your innovative approach gives me a power and impact that the "experts" say is impossible! Hot damn!

I am not in the best of shape physically or mentally, a pretty typical 41 year old guy, so I thought I'd have to go through a period of conditioning. Man, was I wrong! Here are some examples:

*Dr. Amanda--I went for my eye exam and met this young woman with a great voice. So I started talking about tonality and how you can feel an incredible connection with someone you just met. Later, riding me until she collapsed, she kept saying "I can't believe I'm doing this!". Kind of surprised me too, so I went out to try again and this time I found...

*Carol-a real space case; she believes in crystals, astrology, etc. But she's also 26, blonde and an aerobics instructor, so what the hey? I got her out for coffee and hit her with the blammo pattern. What a cosmic connection! Now she can't keep me out of her mouth and loves to gobble my male energy!

*Tammy-a 23-year-old newlywed with buyer's remorse. Same thing-instantaneous connection, time distortion, bringing out feelings of incredible pleasure and satisfaction. I discovered she was multi-orgasmic and loves to suck!

*Laura-a big, busty, leggy gal; sort of a Midwest Elle McPherson, she told me I wasn't her "type" and she had a boyfriend. No problem, I said and just kept talking-got her laughing, built that incredible connection, anchored peak experiences, zoomed her around in space and time and this time I left her in that peak state while I ushered her back to my place.

Not to brag, Ross, but this shit is going on all the time now! It doesn't matter how old she is, if she has a boyfriend or husband or if I'm her "type"...NOTHING MATTERS! You're a fucking genius!

Mark Cunningham
Maumee, Ohio

Mark:

Maumee? Where the fuck is Maumee? In any case congrats on the great work, buddy! It's my pleasure to bring power principles to those will go out and use them! That's what it's all about!

A New Resistance Buster

Speaking of Speed Seduction®, let me share a new resistance breaking pattern I just came up with. Actually, there are two of them. You should use this on a woman who's put up some resistance to going out, put you off, made excuses, etc.

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First step is, get 'em laughing! I'll say something like, "You know, I wish I were a girl like you, so I could have a guy like me come into my life!".

Once they laugh, use scope ambiguity. Scope ambiguity puts the person's mind on hold because they become confused and don't know who you are referring to; them or you.

So, as soon as they finish laughing you say, "Speaking to you as a person who loves to laugh..."

Now, there are two possible options for step three.

Option one: "Won't it be great AFTER we've gone out and laughed and felt really comfortable together? Then you can just look back at it all, smile that smile of satisfaction, and think to yourself: that was one of the best times, I've ever had!".

This is, of course, TIME DISTORTION. You are taking her in to her future where she's ALREADY gone out with you and enjoyed it tremendously, so it makes it seem like it's unavoidable, inevitable and desirable!

Sneaky, huh?

Option two: " I don't know, when we go out, whether it will be a wonderfully fun adventure or just an incredibly enjoyable good time, but it sure will feel great to laugh that much, won't it?".

Here, you are giving her only two possible outcomes; she'll either LOVE going out with you or LOVE going out with you are directing the process of her thoughts to link pleasure with your proposal. Now, normally, she'd catch this because scope ambiguity puts her mind on hold! Hah! Double sneak, yes? And you say old Ross isn't a genius?

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is stylized and cursive, with a horizontal line underlining the name.

Ross Jeffries
Founder, Speed Seduction®

How To Use Principles of Power, Marketing and Persuasion To Get Laid Like Crazy Every Day!

The other day my good buddy and long time pal David S. called me for the second time this week to tell me what an incredible genius I am.(He's using my "Speed Seduction®" methods on an unbelievably beautiful, sex crazed young woman who is making his divorce a MUCH more pleasant experience.)

"Ross", he says. "You are an incredible genius!".

Now of course, when it comes to terms like "genius" and "incredible genius" I'd be the last person to deny it! But one of my most important and effective strategies for being innovative and creative(which is a large part of genius, I think) is the ability to take information from one area of life, like martial arts and apply it in another area, like getting laid, that previously no one ever thought to link together.



In this issue, I'd like to share with you some very powerful lessons I've learned from the science of marketing, lessons that will not only supercharge your love life but empower and improve your life in general. I firmly believe there is NO area of life where principles of marketing cannot be applied and be of enormous benefit).

The first rule of marketing that you should be applying in your love life is this:

NEVER TRY TO SELL TO EVERYONE OR YOU'LL GO BROKE! INSTEAD "SELL" TO A SMALL, SELECT GROUP OF PEOPLE WHO ARE QUALIFIED, ABLE AND WILLING TO BUY!!

Now listen: this principle is **CRITICALLY** important, because what it does is switch you from a "hungry" to a "selective" mindset!! If there's one thing you could do to improve your attractiveness to women it's to set standards for yourself and what you're looking for and **WALK FROM ANY WOMAN WHO DOESN'T MEET THEM!!!**

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Let me give you an illustration of this principle in action. Recently, just for kicks, I joined a local voice mail phone dating service. I'll spare you the technical details except to say the way it works is you post your voice mail ad telling women who you are, what you are looking for, etc. and women can call in and respond to your ad. Or, you can call the system and listen to the women's ads and respond privately to them.

Just for kicks, I decided I'd apply this marketing principle to see how well it works. So the first ad I posted was basically a cute little "Mission Impossible" one-minute phone drama. The women would call, hear the theme music from Mission Impossible (it's on a CD called T.V. Tunes!!) and hear a brief description about me.

Now, I got a good number of responses, but the problem was THE WOMEN WEREN'T QUALIFIED! Because I didn't tell them much but was amusing they called outta curiosity but...but...but...

ALMOST NONE OF THEM WERE SERIOUSLY IN THE MARKET!!!

That's right, Buckwheat. Plenty of women will call these phone lines(they don't charge women but they DO charge us guys to join...doesn't that suck?) cause they are bored and looking for a cute, fun way to waste guy's time and have a little fun, unlike the "real" world where women are ALWAYS serious customers. Right.

But guess what? Then I decided to be a little(actually a lot!) more picky, take a "this is who I am and get lost if you aren't interested attitude!". My message was something like this:

"Hi ladies. I like jumping rope in the nude, taunting barnyard animals, and doing whatever Mommy tells me. Aren't you sick of these boring, stupid messages that guys leave on this system

Well, I won't waste your time with that. I'll just say my name is Ross, and I'm looking for a lady with a great sense of humor who loves to laugh and who is ready for first class treatment. A bit about me: I'm 6 ft, 170, tall and thin, so if you need a guy with big thick muscles, hang up now!

I'm handsome but I'm not pretty...if you need a pretty boy, someone you can make up to look like a girl, hit that hang up button! I'm Jewish looking...people say I look like Harold Ramis from Ghostbusters, so if you need a surfer type, hang it up!! Finally, I'm looking for a woman who is ready for first class treatment so if you're looking for a jerk, hang up please cause I'm not into that (Ha! What a great liar I am, huh?)

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Anyway, I got tons of responses to this ad, and the women were MUCH MORE QUALIFIED! Why? Cause I told 'em who and what I was (with some fibbing!) and those who weren't interested HUNG UP WITHOUT WASTING MY TIME! And those who DID leave messages were incredibly impressed with my "direct, this is who I am, do you want it or not attitude!".

Now, I'm not suggesting you take voice mail dating too seriously, although it IS an excellent and safe way to practice your "Speed Seduction®" language patterns. (What's that you say: you HAVEN'T ordered my home study course yet? Whattya waiting for pal....Christmas????) I'm suggesting that you take this principle of "this is me, take it or leave it" instead of "please, please everybody...approve of me!!!" out into the world and...

KICK SOME MAJOR ASS WITH IT!!

You most especially need to do this if you think you have some major "appearance flaw" that's been holding you back. This attitude is INCREDIBLY sexy, powerful and influential, primarily because we live in a society of cowardly sheep who are trained to conform and go unquestioningly along with ANYONE who displays the slightest authoritative attitude or air. Temper this with a sense of humor so you don't come off as a TOTAL asshole and you can write your own ticket in life!!! Women who might otherwise reject because of that "flaw" will now view it as part of your intricate, sexy, complex personality and may even, in time, come to view that "ugliness" as "character"!!! Ha! Nutso, aren't they? I certainly could never see flabby, droopy tits on a woman as having "character" but I guess that's the wonder of the female mind, huh?

The next marketing principle I'd like you to absorb is this:

EXPECT PROCRASTINATION AND UNCERTAINTY FROM WOMEN!!!

Look: it's sure important to never look hungry and to use the first marketing principle I've explained. But even so, sometimes women are going to be hesitant and will procrastinate. You've got to be prepared for this and have ways to handle it and not let it throw your game cause if you can combine this preparation with the "not hungry" attitude, you'll kick ass like you wouldn't believe!(Again this applies in ANY area...not just getting Winky wet!).

Now, it's not hard to see why your "prospect" might procrastinate. Just look at how frantic modern life is. Between working her little ass off to pay the bills, doing errands, chatting with "the girls", going to the gym, etc., many women don't even have time to piss! The solutions to this of course are to use my "Speed Seduction®" methods (plug, plug, plug) to make an IMMEDIATE powerful impact, and also to be prepared for some procrastination on her part nonetheless.

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I guess this can be summed up by in the words of the great basketball coach John Wooden who used to tell his players, "Be quick, but don't hurry!".

Next principle is:

WATCH WHAT YOUR PROSPECT DOES AND NOT WHAT THEY SAY!!

Especially with women who are excellent excuse makers and bamboozlers. The ONLY real key to a prospect's being qualified is THE ACTION THEY TAKE!

If, for example, you were selling cars, and every weekend for 6 months the same "customer" came around, looking at the same model of car and telling you they really wanted to buy, but they NEVER SIGNED A CONTRACT, you'd tell that customer to take a walk!!!

Now, a good corollary of this is:

ALWAYS LOOK FIRST AND FOREMOST AT HOW A WOMAN IS TREATING YOU AND IF YOU ARE BEING TREATED WITH PRIORITY AND RESPECT. ONLY THEN LOOK AT THE CHARACTERISTICS AND QUALITIES YOU LIKE IN THAT WOMAN!

One of the primary differences between "jerks" and "nice guys" is what they focus on. The jerk is first and foremost focused on how he is being treated and each move he makes is put through the test: "will this increase or decrease the priority she gives me?". If the answer is decrease.....

THE JERK DOESN'T DO IT!!!

Nice guys, (chronic masturbators) by way of contrast, focus on the characteristics they like in the girl. They ignore or overlook rude behavior from her. They act to show their appreciation and interest in her rather than to get respect, which is why, like Rodney Dangerfield....

THEY DON'T GET ANY!!!

If you'll just change the focus of what you look at and aim for and don't do anything else, this alone will dramatically increase your success with the split-tails.

The Mail Bag

Dear Ross,

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I want you to know that I have seen you being grilled on stage by the Heinz 57 variety of pseudo-intellectual talk show hosts along with their hand picked bunch of man bashing, pro-feminist idiots. I for one can testify to the fact that you have a right to be confident because you know what the hell you are talking about.

I have used your techniques to get laid, to combat the telephone games and silly mind games that women instinctively play in order to gain control. I let my new girlfriend know that there will be no games and that she can never control me and ever time she tried, she faced losing me and gave up. This is the exciting part. She admitted to me that she has had many boy friends and they were wimps, they put up with her shit, and she did not respect them and moved on to someone who would give her a challenge. ONE OF THESE WIMPS IS A DOCTOR WITH ALMOST EVERYTHING A GIRL WOULD WANT, except a backbone. This woman adores me, not because I am a hunk (because I am not), not because I am rich (because I am not) but because I know what I want, I go after it, and I don't put up with any shit! So there is no shit and a life without shit is better for both of us. Now there are two people who respect and love me...my girlfriend and best of all ME!

Pat McMillen
Crestline, CA

Dear Pat,

Wow! Preach on, brother! This is the birthright and destiny of any man who is willing to stand up

for himself and take control of his affairs. I'm proud of you and a hearty, "well done!"

Hello Ross,

Greetings and Salutations, O Guru and Savior of the solo bedtime guy.

I am 35 and in a relationship with a 29 year old woman, the only woman with whom I've had a serious relationship. I met her when I was 29. She chased me. I wasn't interested. If she hadn't, going by my past track record, I would be still be in a position of repeating the mistakes I was making with women.

I wish I had had your book when I was 14 or 15 years old. What a different life I would have had. Somewhere during our youth our parents or somebody does a snow job on most of us guys and it takes years to realize through mistakes what makes a woman tick.

I had been sucked in at some stage into believing that what a woman said was exactly what she meant.

It used to bug me when I'd see a good-looking woman on the arm of a guy I knew wasn't worthy of her. Now I realize what these guys knew how to do and I didn't.

Keith D.
Victoria, Australia

P.S. I like the way you write. It seems it is the way you speak. You call a spade a spade and don't talk like a college educated, dictionary for a

brain, verbal diarrhea speaking person with letters after their name!

P.P.S I have a new attitude toward women: I DON'T TAKE SHIT FROM SHEILAS (sheila is an Aussie word for woman!)

Dear Keith,

Wow! What a touching letter from a fan down under! (How come you guys don't fall off into space when you're eating a girl out? Is it suction or gravity that keeps you in place?)

If I've said it once, I've said it a million-jillion times: NEVER PAY ATTENTION TO WHAT A WOMAN SAYS! JUST WATCH WHAT SHE FRIGGIN' DOES!! Behavior IS the highest quality information.

Yes, mom, dad, school and society in general sure does a good brainwash (though for some it's just a light drizzle) on the subject of women, pounding it in to our suggestive little young minds to be "gentlemen" "nice" "polite" and the dumbest one of all: just be yourself. Right. Honestly anyone who tries to spread this crap should be horsewhipped and locked away, honestly hanging is too good for them!

Now, I would certainly encourage you to get a little "side action" going with regard to your girlfriend. Don't let these new tools go to waste!

Oh...one more thing. It's "Great and Mighty Guru and Savior", ok?

Ross,

First of all, let me say that the "Speed Seduction@" tapes are excellent! Your treatment of the persuasive side

of NLP was far superior to the coverage of these same patterns in my NLP trainings.

Are you considering doing a similar tape set of persuasion in sales? What about a tape series on time distortion?

Finally, is there anything in the new Speed Seduction® book that isn't already in the Speed Seduction® tapes?

Hugh T.

Dear Hugh,

If there's one thing I can't stand it's a letter that not only helps me shamelessly plug my current stuff but also asks if I've got anything new coming! Ten demerits, bud. To answer your questions:

1. No, I'm not currently planning to do a series on sales applications, but ALL of the principles apply and MANY students report results in these other areas.

2. I am planning on doing a video on using time distortion patterns to make women fall madly in love with you on the spot! Will be ready in a month or so.

3. Geez, does this ever seem like a set up letter, but I swear it's real. The Book/Workbook contains structured exercises and in-depth explanations of the patterns given out on the tapes, plus it gives every pattern word for word, plus a few that aren't even on the tapes. You should get both.

Ross,

What you say about women makes a lot of sense. Have you ever heard of an 18th Century English novel by Samuel

Richrdson called Clarissa? The hero of the book, Lovelace, makes many of the same points you do.

Also, I know a beautiful babe who says that she met her husband when he approached her at a party and said, "you really thing you're hot stuff, don't you?" She says that her immediate reaction was, "what a JERK!" But, interestingly, she ended up marrying him-yet more evidence that being a jerk pays!

Your fan,

Ed Yarborough
Grass Valley, CA

Dear Ed,

Well, it's probably more accurate to say that interrupting a person's expected pattern and approaching/treating them different to what they are used to pays. Obviously this girl was used to having her ass licked instead of kicked!

With regard to your English novel: Lovelace? A guy named Lovelace could get laid? It's gotta be fiction!

Any of you out there in reader land want me to carry this one in the next edition of my catalog?

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

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P.S. I am pissed that you guys aren't writing enough letters to me. This only works if YOU contribute. Don't make me come over there and kick your ass, Beavis!

P.P.S. For you masochists who want to try voice mail dating, I've included the chart on the next page to assist you in dealing with what you are likely to encounter....

=====

Female Voice Dating Self-Description Translation Chart

<i>When She Says:</i>	<i>It Really Means:</i>
Pleasingly built ...	Fat
Curvy ...	F-A-T, FAT!
Full-figured ...	Amazingly fat!!
Heavy ...	Mind-blowingly fat!!
Rubinesque ...	Fat beyond description!!!!
Large ...	Readings are off the scale Captain, we have not encountered this phenomena before!!
Overweight ...	BLARFFF!! Gag!!!

Persuasion Power For Pounding Pussy!

What I'm about to tell you today is so profoundly important that it could not only dramatically change your life with women but every other area as well.

Listen: as I've said before there are basically just 4 types of power in the world. These are:

1. Money. Let's face it; if you're Bill Gates, with 8 billion bucks in your checking account, you've got some major clout. I don't just mean with women either; that kinda cash buys you lots of attention and co-operation.

2. Physical beauty. Uh-huh. No question about it; especially if you are a beautiful young woman, your power in our society is enormous. A 19-year-old babe with a Penthouse body has the same power as a guy who's worked most of his adult life to build up his fortune.

3. Violence/force. Sad to say, the ability/willingness to use force to achieve your goals is very much in evidence in our world, and more and more members of society seem to be turning to this.

4. Persuasion. Ah-hah. Although there are plenty of examples of folks in the first 3 categories, how many people do you know who have mastered this art? The cool thing is, if you do master persuasion you can...

TOTALLY CONTROL THE PEOPLE IN THE OTHER THREE!!!

That's right, Cedric. If you know how to persuade, you can talk that wealthy person out of their money, get that beautiful person to share their body with you, can command those violent folks to either turn their guns on each other or go after whoever you want out of the way.

Now, I'm NOT suggesting you do any of these things. I'm simply pointing out the possibilities.

So, having gotten you all hot on the idea, let's go to a very exciting persuasion skill, that I call...



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THOUGHT BINDING!!!

The first key to understanding Thought Binding is to recognize that people are basically hypnosis machines. If you tell their minds in what direction to move will absolutely DO IT EVERYTIME because people are not use to hearing these kinds of instructions. People are used to hearing babbling about content, in other words, reasons, data and facts, and that kind of stuff they can, do and WILL resist. But binding the direction of their thoughts? NEVER!

Let me give you an example. Suppose there is some very nice young bimbo you want to impress. You could tell her lots of stuff about you. Ya know, say something dumb like:

"Well lots of women like me because I'm smart and funny and make good money, but other's find it's my honesty and looks that they are attracted to".

Yeah. Right. Well, problem is, you are tossing those facts, reasons and info at her, and like as not, she's heard this a zillion times before and isn't gonna buy it. If you must use an approach like this, why not bind the direction of her thoughts first? You'd do it like this:

"Hey, did you ever meet someone, and just instantly know that you had to get to know this person better?(Point to yourself) Maybe as went inside and really got all excited about how much fun it'd be to get to know them and how curious and intrigued you were feeling?

"As you REMEMBER THOSE FEELINGS AS WE'RE TALKING, I'm just curious, do you first imagine how much fun they'd be to hang out with, and then get intrigued, or do you get intrigued first and then imagine how much fun this person would be?(Pointing to yourself!).

Now, what are you doing here? You're setting up a mood and state of mind that's going to make her a lot more receptive by:

1. Having her recall what it's like to be in the mood you want her in. (Setting up the thought direction)

2. Giving her a command to STAY IN THAT MOOD WHILE SHE TALKS WITH YOU by using the phrase "as you remember those feelings as we're talking".(Binding the thought direction)

You've now set her up to be MUCH MORE RECEPTIVE to any "facts" about yourself you want to throw because you've set up and BOUND the direction of her thinking and emotional processes. From here on out, unless you are very stupid, she's dead meat.

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And the beauty is THEY NEVER CATCH IT, cause they aren't used to hearing it or looking for it. They just know they find you mesmerizing, hypnotically fascinating and irresistibly attractive.

Notice also that we end by asking them about the order in which they did the process. That's to further mask the fact that we are giving commands by making it seem like the only reason we brought it up in the first place is we we're genuinely interested in learning about them! Ha! Are we sneaks, or what?

Can this work for sales? Can it work for any form of persuasion? YOU BET! BIND THE DIRECTION OF YOUR TARGET'S THOUGHT BEFORE YOU SET OUT TO DO ANY KIND OF PERSUASION AND WATCH YOUR SUCCESS SKYROCKET!!!!!!

By the way, the phrase "AS YOU REMEMBER"...is what we call a pre-supposition. A pre-supposition is just anything that HAS to be ASSUMED to be true in order for the sentence to make sense and be understood.

Thus, with "AS YOU REMEMBER", the presupposition is that they WILL remember.

Slick, isn't it?

Are there plenty of other ways to use presuppositions to get what you want from the beaver brigade by binding the direction of their thoughts?

But of course, loyal reader, but of course. Would good old Ross disappoint you? But before I get on to that, let me give you the second basic principle, which is:

2. Every decision people make is based in and dependent on their state of mind. If you don't like their decision, change their state of mind before you try to change the decision.

Now, kids instinctively know this. If a kid wants a toy, does he ask when Mom or Dad are in a sour, bitter, rejecting mood? Nope, he watches his folks like a hawk for the moment they are in a "up" mood and then he pounces, gets their agreement and then makes 'em get up and execute the agreement right away!

We as adults, however, are not quite as bright. We just go for what we want regardless of the state the other person is in, and if what we do doesn't work, do we try to change their state or wait till another time when their state is different? Nope, usually we just do the same thing again, but we do it...

LOUDER, STRONGER, AND HARDER!

So the key here, is to set up the right state using some of the thought binding techniques we've discussed, but also to recognize, that if you're getting resistance from a woman in the form of broken dates, calls promised but not made, etc., you need to back up and ask yourself the following questions:

1. Hmm. What state of mind is she in right now with regard to me?
2. What's the final state I want her in?
3. How can I have fun transitioning her to the state I want her to be in when I pounce?

You can think of this as building a chain of states, with the state she's currently in as the first link, and the final state you want her in as the dog collar that's gonna go 'round her neck!

So let's say she, for whatever reason, is in a state of **INDIFFERENCE** about going out with you. And let's say the final state you want her in is **DROOLING, CHOMPING AT THE BIT DESIRE TO BE WITH YOU.**

Bit of a gap, huh?

So what you need to do here is come up with a state in between as a nice transition, like say, curiosity or intrigue, using some of our thought binding/pre-supposition techniques.

You could try something like this:

"You know, when we go out, I don't know whether it will be an incredibly exciting adventure or just a wonderfully fun time, but it sure is going to feel good to laugh a lot, isn't it? When you think about it like that, are you aware of how much more it makes you really look forward to doing it?"

Now, that's **LOADED** with presuppositions. They are:

1. That we are **GOING** to go out.
2. That it's either going to be incredibly exciting or wonderfully fun.
3. That we are going to laugh a lot.
4. That she's thinking about it like that.
5. That it **DOES** make her look forward to doing it (The only question is how aware of it she is and how much more it does it.....This is a whole sub-class of

"awareness" presuppositions, using words like "aware" "recognize" "know" "realize" etc.)

Now, does this sort thing work? YES! IF...you deliver it with a smile and a laugh and say it like you MEAN it and expect that it's going to work! See, you need to make your tonality and delivery convey that YOU presuppose a POSITIVE outcome for your entire communication!!!

So, the rule is to ALWAYS presuppose a positive outcome in your communication and ALWAYS present a communication that forces her to presuppose accepting AND(and this is a VERY important "and") ENJOYING IT! If you don't link fun and pleasure she's going to reject the entire communication!!! If you DO link pleasure and communication she won't resist cause she WON'T WANT TO!!!

As I'd say in my seminars, "Does that make sense?".

Now, another very simple and powerful way to thought bind is to use a pattern my good friend and teacher Kenrick Cleveland calls "the more the more pattern".

A simple way to use this, in a pickup, is to get a woman laughing. Once she laughs, call attention to it by saying something like, "See...you're laughing. It feels good to laugh. And the more you laugh, the more you'll discover that you really want to go out with me!".

Now, it sounds too simple, but it works! The more...the more basically is saying that doing one thing causes you or makes you do something else. Here are some other possible uses:

"The more you try to think of reasons why you can't, the more you realize just how much you can!"

"The more you laugh the more you recognize how much fun it would be to spend time together, NOW. Do you want to have coffee, or would lunch work better?"

"The more you try to think of your boyfriend, the more you find yourself thinking of me."

Whew! Aren't those great?

The Mail Bag

Dear Ross,

I attended your seminar last weekend, the first time I was exposed to your materials and techniques. You'll be glad to know I've worked diligently at absorbing, understanding and integrating your methods.

Has it paid off so far?

You said we were obligated to share our success stories, so I am taking this break to reflect on the progress of JUST ONE WEEK. I honestly had more real connections with women during this week than I had in several months before. I'm reporting that every technique can be applied and becomes more and more effortless to utilize. This week, I made "incredible" connections (and more) with women ranging in ages from 23 to 42, in height from 5'2" to 6' and from looks from average to exotic.

Some highlights:

The Teacher (married)-Just luck, I suppose, that the husband was out of town for the weekend. Within 15 minutes of being in her house she literally threw herself into my lap before she turned and asked me to unzip her dress. (Real improvement during the week, wouldn't you say?) You can picture how the rest of the afternoon was spent.

The Art Director-Young, very sexy, outgoing-like a smaller, younger Claudia Schiffer. It was easy enough to get under her skin (I can tell you the color of her panties), but I decided I

wasn't going to snag her from her boyfriend due to a mutual friend.

The Medical Student-Secured a date with a single phone call. She "can't believe" the incredible connection between us either etc. etc. Date secure two days from now.

The Artist-Ah, now this is what I've been leading up to, the culmination of the first week. I've just got home from spending the night with this very tall (6') exotic, highly intelligent artist/beauty. I went to that party knowing I would discover or create what I wanted. I laid out my foundations, sized up the competition, and made my choice. We let the party together and within 20 minutes of being in her apartment, I was safely handcuffed and tied to the bed. (Yes, it's true.) Hours of please and tease followed way past dawn. We, naturally, reversed roles later, and well, you can imagine the rest. She had a hard time letting me go this morning-kept grabbing me and throwing me back into bed.

A week ago, I would not have been able to deal with obstacles or resistance with such persuasive confidence. A week ago, I would not have found myself in a bathroom at a party being mercilessly stroked by a beautiful woman who couldn't keep her hands off me. The success caught me off-guard as the world is a different place for me now.

Jason S.,
Los Angeles, CA

Dear Jason,

Wow! Preach on, bro! I told all you guys at my seminar that I wasn't kidding around with this "Speed Seduction®" stuff. But what's this bullshit about letting that art director slide "because of a mutual friend"? Ten demerits unless you go back and fuck her, dude.

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is stylized and cursive, with a long horizontal stroke at the end.

Ross Jeffries
Founder, Speed Seduction®

Wimps Into Winners: How To Walk Tall and Kick Butt With Women!

There's a common saying in street fighting that 95% of all real fights wind up in a clinch and go to the ground.

Could that really be true? Frankly, I don't know. But I will say this: 95% of the time, a woman will test you by the second date, or sooner, to see:



1. If you'll take her bullshit.
2. How hungry you are for her attention(remember: those who look hungry, never get fed).
3. Just how much control she can exert over you and/or the relationship.

In this issue, I'd like to talk about how you can pass those tests, and how to do some testing of your own. Believe me, this is important. If you've ever been dumped for being "too nice", or have been told, time and again, "let's just be friends", it's because you haven't learned to recognize when you're being tested or just haven't yet learned how to properly respond. You thought you would get points for being "co-operative" and "helpful", and instead you just got the fuzzy end of the lollipop.

Why She Tests You: The Search For Strength And Certainty

Look: one of the primary things that women are looking for from a man is security; the feeling that someone is stronger than they are . When you put a woman in her place, when you set rules and boundaries for her to follow, it lets her know she can relax around you and feel comfortable and secure. This search for strength is the single most important reason why she tests you.

The other factor is ambivalence, or what I call the "make up my mind for me" syndrome. You see, the sad reality is that often a woman just isn't that interested in you one way or another. Maybe you aren't exactly the physical type she goes for, maybe she just got burned in a bad relationship, or there's some unseen competitor who she's waiting to hear from. What ever her reasons, you can tell this is happening when you hear something like,

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"Uh...well, I'd like to go out with you Friday, but why don't you call me late Friday afternoon and I'll let you know for sure?".

Finally, there is the fact that sometimes modern women just get overwhelmed with eighty billion things they are trying to do at once. And, when overwhelmed, they flake on commitments that occur during the peak of the overwhelm.

How To Handle It...Dealing From A Position Of Strength

To get back to street fighting analogies, there's a concept from Jeet Kun Do, the fighting style of the late, great Bruce Lee, which basically says that any weapon thrust your way as part of an attack is just a convenient target to be destroyed. Coming from this perspective, an attack, rather than something to be feared, is just an unprecedented opportunity to....

KICK THE OTHER GUY'S ASS!!!!

Just so, a woman's bullshit and tests are great opportunities to establish respect and dramatically increase her interest in you. In other words, your response to these tests, instead of being, "Oh no...why is she doing this? What did I do wrong?", from now on will be....

AH, HAH! A RESPECT OPPORTUNITY!!!

Look: your attitude has to be that every rude piece of behavior, every silly test of hers is just an unprecedented opportunity for you to establish respect, increase her interest, and intensify her desire to please you. Taken from this perspective, you'll be mentally prepared, and may even find yourself actually looking forward to her trying to pull shit, since you know it's your chance to get her really hot for you!!!!

Now, before we go on to some specific scenarios, let me add one other thing: when you do put her in her place ...

... IT'S GOT TO COME FROM THE RIGHT PLACE IN YOU!!!

In other words, the macho idiot who loses control and trashes the place when his girlfriend comes home ten minutes late is definitely not the example to follow. All he's doing is showing he can't control himself and he just earns the woman's contempt.

Notice I'm not saying you can't or shouldn't get a little pissed. Just don't go nutso with a stream of obscenities. (Streams of obscenities are for afterwards, when you are in bed with her.)

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The other thing that doesn't work is acting like a hurt little boy. Whining stuff like, "How could you do this to me?" or, "But you promised!" won't cut it, good buddy.

No. You have to come from the calm, but firm "take it or leave it" position. This is all part of displaying the critically important...

WILLINGNESS TO WALK AWAY FROM HER!!!

You see, after years of experience and study, I've come to the conclusion that a woman can only experience real passion for if on some level she believes she could do something to lose you! Understand that when you show this willingness to walk away, in any area of your life, it conveys the message that you are the prize to be pursued, that you are the person of value, and they had better take advantage of the opportunity. This is an attitude that will move you forward in any area that's challenging you.

By way of contrast, if you show a non-stop, forever and ever devotion to her, and put up with her crap and ambivalence, then where is that tension of knowing she could lose you?

Answer: nowhere! And that's why you get nowhere when you put up with this kind of stuff! If you've seen an initially hot relationship grow ice-cold, this is one big reason!!!

Ok. On to some scenarios.

Scenario one: You call to ask her out for the first time. Her response is ambivalent, something like, "Well, I'd like to but, why don't you call me later in the week and..."

Here's your response:

"Let me ask you a question, point blank. Is going out with me something you can take or leave or is it something that you're smart enough that you really want to do that?". Then shut the hell up and listen for her answer.

Now, what are you doing here? You're calling her on her ambivalence and letting her know you don't have time to be put on hold. And you're also suggesting she's stupid if she doesn't grab this opportunity. Finally, you're embedding a command that she really does want to go out with you. Will this work? Very often it does. It's not what she's expecting, and that always gets attention. Just be as matter of fact and non-hostile as you can. Understatement works best with this one.

What if she still hesitates? Well, try this one:

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You: Look. You have my number, and I'm going to leave it up to you. And you know, if you don't call it's going to be a loss for me, but maybe what you won't realize until after you hang up is, that it'll be a loss for you as well. Ok? Bye.

Scenario Two: She calls and cancels at the last minute without offering to do it again at some specific time. (I've heard every excuse in the book, my friend, from "My parakeet is sick" to "I've got to shampoo the rug". Seriously)

Her: I can't make it. I've got a rare tropical disease that's causing me to shrink by the hour.

You: (dead silence for as long as it takes for her to talk again. Just say NOTHING!!!)

Her: Hello? Are you there? What's wrong?

You: What's wrong is I can't believe the bullshit I'm hearing.

Her: What?????

You: Look...you made a commitment to spend time with me and now you're blowing me off. You're disrespecting me and disrespecting my time and I'm NOT going to put up with it. My rule is, if someone makes a commitment to me, I expect him or her to keep it. If they can't keep it, I need to know at least a day in advance so I can make other plans. Got it? If you can live with that rule, great...if not, sayonara!

Then, HANG UP!!

Now, this may sound extreme, but man does it work well!!! In fact, she'll probably call back with five minutes and apologize and ask you out!!! I'm not kidding here; I've seen the hardest, jaded bitches go to giggly little girls, eager to please me when I've done this. It throws some kind of switch in their heads.

I guess with some people, you don't really get their attention until.....

You Give Them A Swift Kick In The Ass!!

Scenario Three: You go to pick her up at her place and she either keeps you waiting outside for more than ten minutes, or lets you in and then proceeds to talk on the phone for at least that long while totally ignoring you. Wait for her to finish, and as soon as she does say something like this:

YOU: Can I ask you a question?

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HER: Sure.

YOU: Are you being intentionally rude to test me, or are you just an accidental asshole?

HER: (mouth dropping open in shock, unable to say anything!)

YOU: Don't ever keep me waiting like this again, ok? I'll always treat you respectfully, but I expect the same. Do you understand me?

HER: Uh...uh...yes.

Aren't those just great? Can you imagine how great you'll do with women when you have these attitudes down?

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

Ross Jeffries
Founder, Speed Seduction®

A Structured Lesson In Pattern Construction!



One of the questions I am so often asked by students, novice and more advanced, is, "Ross, once I run my first pattern, say "Incredible Connection", where do I go from there? So often I just get stuck!"

Well, never let it be said that I don't do my best to help my fellow Sargers.

Therefore, I'm going to give a structured lesson in pattern construction and flow! I'm going to show you two different ways to think through what sequence of patterns you'd like to use.

How's that for being a top-of-the-line Guru of Clam-Claiming?

Twinkle, Twinkle, Little-Muff, Can I Have Some Tight Pink Stuff?

You see, sometimes it helps to think of a good sequence of patterns like a musical composition. It has it's own rhythm, harmony, counter-point etc. A good sequence feels a lot more balanced than a bad one.

Do you remember the movie, Amadeus? Remember the scene where Solari, the court musician, is playing a piece for Mozart? And...it's not that it's bad...it just doesn't quite "work". And with a simple variation, Mozart transforms it from something pedestrian and mundane and a bit "clonky" into something that just fucking flows.

It's that way with a good pattern sequence. No particular idea is dwelt on to the point where it is cumbersome, yet at the same time, enough variations are offered and introduced to insure that SOMETHING inside of her experience resonates with your words and allows her to be lead.

So, the THEME of a pattern or pattern sequence is like the overall melodic or bass line in a piece of music The different patterns are woven across this theme/themes like the variations in a Bach fugue or Mozart's music.

(Of course, there is ALWAYS the underlying theme that YOU have something wonderful to offer her...that YOU are the opportunity and adventure, NOT her!

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But that remains in your head and unspoken! I guess the musical equivalent would be the beat you keep in your head or with your feet as you play!)

Now, let's assume you start with the pattern "Incredible Connection" or a variation thereof. The question to ask yourself is, what is the IC pattern really about? What phenomena/processes is it describing?

I can think of TWO good ones:

1. How we make connections.....

2. How our sense of time shifts and changes

Now ask yourself, with either of these as the underlying themes, where might you go?

In the case of the first theme, how we make connections, simply ask:

1. With what else or where else can we make connections?

(Hint: If you look at the Blow Job Pattern as being about connections, what is it that the Blow Job Pattern describes a connection with?)

List the answers here:

Once you've gotten those answers, ask, "What patterns or big pieces of patterns that I already know about can I plug in here that will take her mind through the next door way I want her to go through?"

In the case of Theme #2, the question to ask would be, "What are some examples of where our sense of time shifts and changes?"

List the answers here:

Once you've gotten those answers ask, "What patterns of big pieces of patterns that I already know about can I plug in here?"

Now, that is one way to construct sequences of patterns that work. Here's another that works equally well. And that has to do with selecting what doorways into her mind you want to lead her to next.

(As a brief review, there are 4 basic doorways; getting her to feel emotional connections; getting her to feel incredibly pleasurable physical sensations in her body, getting her visualizing, and asking her questions that touch the deepest levels of her identity. All of the patterns fall into these categories)

Using this method, let's say that after going through the emotional doorway with the IC pattern you want to get her feeling turned on in her body.

Once you've got the answer to that, you then ask yourself, "What pattern can I use to get her through the body sensations doorway?"

Ok. Now that you've got the pattern you started with (IC) and you've decided you want to go with say, the Blow Job pattern, the way to do this is to ask yourself, "What theme or themes do these two patterns have or APPEAR to have in common?"

A good way to do that is, underneath each one, write, with ONE simple sentence, what the pattern is really all about. Again, as in the first method, what processes/phenomena is it describing?

Example:

Incredible Connection

"It's about how we sometimes can feel an incredible connection with others, how that feels and what it does to our sense of time"

Blow Job Pattern

"It's about how we can anticipate and experience certain pleasures in our body before they even actually arrive, and how thoughts can come from a deeper place inside the mind; it's about how and from where we connect with our fantasies and the things in which we want to indulge"

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Then ask: "What do these two patterns, THEMATICALLY have in common?"

Write down the answer.

Then ask, "How can I then bring up that similarity as a way to bridge from one to the other in a conversation?"

Ok...so NOW, that I've made you work, I'm going to spoon feed you. Here's how
I almost always do it.

1. Run the Incredible Connection pattern.

To transition to the Blow Job pattern I say,

"You know, the other thing I think is so interesting, besides ***how we connect*** with each other, is ***how we connect*** with our own fantasies, daydreams and desires....and when we do that, how we strike a balance between compulsions and anticipation"

What's the common theme? CONNECTIONS. How do you derive that? Two different methods:

1. You ask what the first pattern is really about? It's about X.
2. You then say, "Where else do we experience X?"
3. We experience it with A, B, C, D.
4. What patterns or piece of patterns that I already know can I use to describe A, B, C or D that will take her through the next doorway?
5. What is the theme in common with X and A or B or C or D...whichever it is you choose. (Hint: choose the one that lets you most easily get to the doorway you want to get to. If you want to get to visualizing, then don't choose an experience that has to do with say, emotional connections)

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Second method:

1. Just pick one of the other patterns you want to run next that would take her through a different doorway.
2. Write down the overall theme of that pattern.
3. Write down the theme of the first pattern.
4. Ask what they have in common.(Often times they will share actual words in common; sometimes it happens that the very last sentence of the first pattern contains words used in the very first sentence of the second pattern).
5. Ask yourself how to introduce the commonality of the patterns in conversation.

(Number 5 is actually very easy. Just say, "The thing I find interesting, besides how we X, is how we X with A or B or C or D...for example, have you ever....???)

For those of you who think on the small-chunk, specific level, I know this is probably proving difficult. But to those who love and require conceptual, big-chunk PROCEDURES, rather than detailed fill in the blanks, I think you'll find I've described my thought process in great detail, and you'll come over and over and over again....to the conclusion.....that this has been VERY useful!

The Mail Bag

From: xxxxx
Subject: about your "patterns"

Status:

I visited your website and I was reading through your catalog, and other pages and I noticed something really odd, you were asking these questions to make me think of something. I then clicked on your audio samples and heard more, and I just laughed, because I knew by hearing it you were trying to do something. I then find out by listening more to the audio sample that

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you were trying to explore and find a state, which I think would work pretty good.

I really have a big question:

Did you purposefully make it so easy to recognize this pattern? I mean, right away when I read or heard them, I knew that you were trying to do something... was that intentional? I hope not. And if it wasn't, how can men avoid making it real obvious? Am I different in recognizing this so easily?

Well, I hope you are able to answer! and I will order a seminar when I can, because, what you said in the radio interview is so true (in my experience) you don't get to know a woman by dating her, you should already know (or be doing) her before that bullshit!

And if you ever post this up on your website, I could give a pseudo-testimonial. While I have never bought or consciously used your techniques, the reason I want to buy them is that it build on what I have already know and have experienced... and want to perfect: (or is that a super pattern technique that I missed!!)

1.) You don't treat a beautiful woman like she is beautiful. Don't talk to her with your tongue hanging out, you gotta think that she is just "normal" and not spectacular (honestly, yes they are beautiful, but they are just annoying usually). The altered states thing you mention.

2.) If you do excite her imagination, chances are she will want to excite you

.

3.) Experiment, and DON'T BE AFRAID TO CUT LOOSE and find someone else. There are tons of women, don't waste your time on something that won't work. That's why my roommate will never get laid, he just keeps trying after the same girl who has a boyfriend and he never finds more.

I am not sure how, but I find myself having sex with beautiful woman, and I have to admit its getting lucky, I wish I knew what I did so I could make it happen when I want to.

I listened to one of your samples (about imagination.. somehow I associated good things with me.) and I finally found out how not only I was able to get one hotty to make the first move, I had to peel her off me in a study lounge at the college I go to (I didn't wanna get caught having sex and get a dismissal) and she still practically begged for me to come back to her room to get laid(I went for that). She ended up (relationship wise) being too bitchy, so all we did was screw. She lives quite far away and the semester is over, and she is still calling me so that we can "see each other" (but I think she wants to see a lot :)

Well, good luck readers and wish me well!

Dear XX,

Wow! There are SO many good points and questions in your letter, I scarcely know where to even start to answer and comment!

As for your first question, was I trying to make the pattern obvious, the answer is "yes"! I always sort

of "step on things" when I teach, so the novice student can hear the difference. But trust me, unless someone is trained(and oftentimes even when they are they don't catch it) they are NOT going to have any clue what you are doing. NONE!

Now...it doesn't surprise me to learn that what you have experienced in your own life as working mirrors some of what you are finding to be so amazing in Speed Seduction®. It isn't something invented out of thin air. I just looked(with the help of students) at the processes that women undergo anyway when they feel attracted, connected, horny, etc and structured language to create those processes at will. So some guys are going to NATURALLY use some of this stuff, albeit without usually knowing what and usually only some of it. Rare's the guy who knows HOW he "gets lucky" and can repeat it on a consistent basis with a wide range and variety of women.

Your point about not treating a beautiful woman like she is beautiful is well taken, but there is another, subtler and MUCH more important point: don't respond to a woman, internally, like she is a beautiful woman. If you pay attention to your own state of excitement, desire and lust, you will...uh hum...ERECT a barrier between you and her.

Your second point, about exciting her imagination, is of course, the key understanding of Speed Seduction®. There are some other steps that SOMETIMES have to happen; sometimes it's necessary To "take the sale away" and let her know that you are a fleeting opportunity that she better grab right now. But for the most part, you've got it right on.

Finally, on the third point you brought up, as they say in Top Gun School, "The opposite of lift is sink". So, if you're not boldly moving forward with someone, your morale...your "google" if you will, tends to take a beating! You're totally right; try a couple of different things and if it doesn't work, cut loose and offer your gifts elsewhere!

From: Sxxxx @phl.com
Subject: self sargy

Byron said that when Keats wrote poetry, he was "fucking his imagination." What are the preventative steps to stop a self-sargy? When I am instilling the state of being in love or connection in another, not only do I feel it, but I effectively hypnotize myself to feel a timeless and instantaneous connection to her. How can I remain in control while doing a powerful installation?

Brother SC

Dear Bro SC,

Wow! I bet Keats ruined his sheets on a regular basis. Personally, I prefer Ogden Nash.

The answer to your question is, you always want to feel a little of what you are leading the other person into. Without a bit of the feeling, you are just "reciting" empty words, without resonance or meaning to yourself. A little bit of the feeling, right in the solar plexus serves as an excellent guide for your tonality, tempo and inflection.

The issue becomes: "Ok...how do I have a LITTLE of a feeling? How can I learn to regulate a feeling or mixture of feelings so it isn't just a choice of "on" or "off"?"

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

<http://www.RJSeductionMastery.com>



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How To Induce A Hypnotic Trance In 3 Minutes Or Less And NEVER Get Caught!

The other day I was reading a truly preposterous book on "classical hypnosis". According to this book, very few people could actually "be hypnotized". Even then, according to this book, it could only be performed by a highly trained, competent "professional hypnotist".

As you know by now, my opinion of these "academic" psychologists and hypnotists is lower than a midget's kneecaps. In fact, to take it a step further, let me give you Ross' rule #45:

Whenever An "Expert" or "Professional" Says Something "Can't" Be Done, What They Are Really Saying Is...

THEY DON'T KNOW HOW TO DO IT!!!!

In fact, I would have to say that NOTHING impresses me less than a "professional" holding court. Most academics couldn't think their way out of a paper sack, much less get anything done in the real world.

So today, my faithful and loyal reader, I'm a gonna show you how to induce a hypnotic trance in VIRTUALLY anyone, in any situation. (Sorry, you won't JUST be able to attract the hottest women with this; you'll also be able to close impossible business deals, make tons of money, etc. A shitty deal, but their you are. Live with it.) Along the way, I'm going to change your mind about just what constitutes hypnosis anyway.

Some Basic Understandings About Hypnosis And When, Where And Why You Should Be Using It...

Contrary to popular belief (which, by the way, is almost always wrong on ANY subject) hypnosis does NOT give you any magical powers. It does NOT enable you to do anything you normally couldn't. Nor does it require "animal magnetism" or "hypnotic eyes" or a "mystical voice".

Nope nope nope nope and NO!



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It's far more useful to think of hypnosis and the hypnotic state as a magnifier and an amplifier of what's already there.

An example to help clarify: remember when you were a budding little pyromaniac and liked setting things on fire by using a magnifying glass. Now, there wasn't any inherent power in the glass. The glass just amplified and focused the light and heat of the sun, which was all around you anyway.

In the same way, a hypnotic state simply amplifies and focuses abilities and responses that are already there, as strange, even bizarre as they might at first seem.

For instance, take hypnotic deafness. If, in a trance state, I commanded you to hear nothing but my voice, and told you all others sounds would fade into silence, you'd think that would be pretty weird, right?

But in fact, this is something we do all the time, anyway. If you've ever been listening to a t.v. program, and your mind drifts off and three minutes later you realize you didn't hear a word the announcer said, then congratulations! You've achieved the "deep trance phenomenon" of hypnotic deafness.

What's my point in all of this? Simple: as I've said before...

PEOPLE ARE HYPNOSIS MACHINES!

They go into trance all the time, anyway, so you might as well use this "tendency" to your advantage.

Why Hypnosis Is So Damn Useful...

As I've said time and again in my seminars and Home Study Course (ha ha ha...did you catch that "plug"?), people tend to make their decisions in certain states. If you don't like the decision someone's made, you need to BREAK the state or mental set they are in. Equally important is to learn to put them in the right mental set or state you want them in the first place. That way, anyway behavior you want from them, rather than seeming forced will...

...Just Naturally "Flow" From The State They Are In!

In other words, the silly fools will think it's their idea and never have a clue they are being mind-fucked!

As Bugs Bunny would say: "Ain't I a stinker?".

Now, since we are writing this in the context of getting laid, let me show you two ways to induce a trance. The first requires some use of embedded commands

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and some control of your tonality, BUT THE SECOND DOES NOT! In fact, I would say the second pattern is the single best, most important persuasion pattern I have ever created, the most applicable in every situation and context and THE EASIEST TO USE!

So, without further adieu...

Hypnosis pattern #1:

This pattern revolves around the larger pattern of describing another person's experience as a way of embedding commands. Basically, you'd say something like this to the girl you are seeking to bamboozle:

You: You know what I find is so interesting, is how with some people you just don't connect at all(point AWAY FROM YOURSELF!) and other people you just FEEL AN INCREDIBLE CONNECTION(point TO YOURSELF!).

Like my friend Colleen was telling me that when she starts to LISTEN CAREFULLY and REALLY LOOK and HANG ON EVERY WORD, it's like the rest of the environment just starts to DISAPPEAR, and the entire world becomes this face YOU'RE SEEING, THIS VOICE YOU'RE HEARING...that's when she starts to FEEL THAT INTENSE, INCREDIBLE CONNECTION.

Now, from here they are already in trance, and will respond to anything else you suggest with much more intensity. Whether you want to give suggestions to feel connected, get horny, or BUY A TON OF STUFF, it really doesn't matter.

Having got that out of the way, let's move on to my favorite new pattern. I have seen this work miraculously well where nothing else has. And the real beauty of it is....

....IT'S ABSOLUTELY IMPOSSIBLE TO DETECT!

Goddamn straight, Buckwheat. You can do this to a highly trained "professional" hypnotist and they'll NEVER have a clue what you are doing because it's TOTALLY conversational.

No embedded commands. No special tonality required. It just seems like you're asking a few, simple questions.

Before I show you the pattern though, I need to give you a bit of background.

Maps And Models Of The World: Your Golden Key To Mind-Blowing Persuasion Power In ANY Area Of Life!

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One of the central concepts of Neuro-Linguistic Programming is that people have, inside their minds, a map or model of the world, and that people respond from this map or model, rather than from the external world or objective "facts".

This map is comprised of a person's beliefs in the following areas:

1. Their identity. WHO they are.
2. Their abilities. WHAT they can do.
3. Their possibilities. WHAT they believe it is possible to accomplish in life. Is life a veil of tears, meant for suffering, a place to learn to be your best, etc. etc.
4. Their deservingness. WHAT they believe they deserve to have and keep.

Now, other NLP'ers might include other categories, but these will do fine for our purposes. And, by the way, just by reading this, you are probably already aware of what some of your beliefs are in these categories.

So, why is it so important of find out these beliefs?

Simple:

1. MOST people have no clear, conscious idea of what their beliefs are in these areas. And that means, in order to respond to questions about them, they have to go inside, access who they are on a very deep level, which means..

THEY GOTTA GO INTO A FRIGGIN' UNBELIEVABLE TRANCE TO FIND THE ANSWERS!!!

Yep. That be right, Cedric. You are about to become a master hypnotist, without even putting on a black cape, top hat, or even owning a crystal ball.

See, the questions I'm going to teach you to ask require a trance-state for the person to answer them. They are what I call "dope questions"...the kinda thing you normally only ask yourself when you are very, very stoned.

2. Finding out these beliefs will give you an incredible amount of knowledge to use when dealing with this person. You'll be able to accurately predict their behavior and response to virtually anything you do. You can make them feel like you are the greatest thing since sliced bread, or, when time comes, piss them off so bad they'll never want to deal with you again.

3. Asking these questions creates an incredibly deep level of rapport. It makes the person feel like they are deeply understood and connected. And we all know where that can lead, don't we? Hee hee hee.

4. Finally, but certainly not least of all, in answering these questions, people will emphasize and lean on certain words. These are what I call personal trance words. They are words, which, for that person, hold deep meaning on a personal, symbolic, conscious and unconscious level. Repeat these exact words back to them, and their brain thinks it's THEM talking, and...

...It Makes Your Communication As Damn Near Irresistible As Anything Can Be!

As you all are sick of hearing me say, "That sure beats a poke in the eye, don't it?"

So now that I got you hotter than a 13 year old hillbilly girl in a roomful of her brothers, here's how you'd use this on a woman to get laid, with the understanding that it can be used, with modifications, in ANY area of persuasion and influence.

As in any Speed Seduction® method, the first trick is to bring the topic up. So at a party or bar or any where you meet her, after the initial fluff, you'd want to say something like this:

You: You know, I know in a situation like this, the typical thing is for a person to ask "what do you do?". And, it's not that I'm not interested in that, but I find I learn a lot more about a person when I find out what the challenges are in what they do. Because I know there are some aspects of what you do that are easy, and others are more difficult. Some are a challenge and others you can do in your sleep. With me, in my line of work it's the same thing. So, if were to ask you, what's the one aspect of what you do that's a challenge, either because you have to focus in to do it well, or you just have to focus in to get yourself motivated to do it, what would that be?

Analysis:

(Ok. Let's pause here a sec. You'll note I've put the actual question in bold face. All that stuff before it is necessary to set up the question, and to define for them what you mean by "challenge" so they give you the type of answer you are looking for.

Now, you might ask, why ask about a challenge? Simple; it's where people have their challenges that you find out who they really are. No challenge, no need to access themselves at a deep level. So if you were to ask, "What do you find

easiest about watching T.V.?" it's not likely they'd reveal too much of who they are deep inside.)

Now, at this point, you SHUT UP and listen to their answer. For example, you might hear something like this, (note I'm boldfacing the words this person is emphasizing. These are her personal trance words.):

Her: Well, I'm an artist rep. I love working with creative people, but I hate having to push an artist on a buyer. Sometimes it's hard to get their attention unless they already know the artist, but some of these newer artists have incredible talent and passion. They really deserve to have their work seen and bought. If I could sell, without being pushy, that would be great.

Now, let's stop right here for a sec. Already we have a lot of info. She obviously admires talent and passion, and we can infer from that that she likes being needed and useful and making a contribution to people she feels are talented and passionate. She also is telling us that she doesn't like pushy people, and somehow has a belief that, in order to sell, she has to be pushy. So she's got a conflict, an "either/or" that we could potentially show her how to turn into an "and" if we choose to.

An important side note: MOST people's maps have information missing, in that they believe in an "either/or" choice, and the map leaves out or "deletes" the possibility of an "and". Examples: Either I'm pushy, or I can't sell. Either I do what people say, or I'm happy. Either I'm ethical and honest or I'm successful financially.

These false "either/or" choices cause people tremendous pain and conflict. If you can show them a way out, they'll GIVE YOU VIRTUALLY ANYTHING.

You'll also probably be able to tell, in the above example, depending on the words and the tonality she uses, that this woman pretty much seems to believe in herself and life in general. She just is lacking a skill: how to sell without being pushy.

Ok. Throughout all this, if you have some curiosity or something that needs clarifying, ASK! Say, "what do you mean by that...I'm not sure I understand!".

Then, ask the second question, which is: "So what's your belief about all this? Do you believe it will always be a challenge, or will it one day be easy?".

Now, this is DAMN important. Here's where we find out if the person believes in their ability to change, if they deserve to get what they want, and what kind of place they believe, the world is. LISTEN FOR THE ANSWER!

If you hear, "Gee, I dunno. I'll probably just end up flopping at this like everything else I do", run like hell! This person isn't worth playing with and they will just drag you down.

You want to hear something like, "Sure...I'm not sure how yet, but I'll figure it out!".

Let's Take A Breather A Sec....

Ok. Now that we've gathered all this information, there are a couple of different directions we can go.

First, keep in mind that you've already created an intense rapport and connection just by virtue of the state she has to go into to answer you. And, you've made her feel understood and listened to like no one ever has, so you're already way more than half way home.

One step would be to make the natural transition to talking about what's important to her in a relationship. I explain this pattern in my "Speed Seduction®" Home Study Course, but basically, it involves doing a similar thing to the above exercise, but talking about what's important to her in a relationship with a guy.

Another possibility would be to use her personal trance words when you ask her out. Say something like, "You know, I don't know just how much passion you could feel about this really creative idea I have for going out and spend time with each other...but without being pushy, let me present it to you..."

I'm not kidding: when you talk this way they go right back into deep trance, and find what you are talking about irresistible. Their brain thinks it's THEM talking.

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is stylized and cursive, with a horizontal line above the name.

Ross Jeffries
Founder, Speed Seduction®

The Two Key Formulas To Nail The Hottest Women, Anytime, Anywhere, As Easy As Getting Wet In A Rainstorm!



If you've already invested in my Home Study Course, then you're probably already using the killer secrets I'm about to tell everyone else.

So there.

....

The Two Key Speed Seduction® Formulas For Banging Babes Like CRAZY!

Listen; these TWO major Speed Seduction® formulas drive all the other tools and techniques. Everything else I teach is designed to interlock and function with these two algorithms.

Formula Number One: For Pick-Ups/Initial Approaches and Breaking A Woman's Resistance!

1. Break the woman's current state/fixed belief set.
2. Focus her attention on you.
3. Take control of her internal representations.

****Let's look at item #1****

The best approaches to use here are humor and/or unexpectedly powerful directness. In either case you are popping her out of her current mindset at the moment, so you can lead her where you want her to go.

Let's talk about using humor for a minute. Not only do most women LOVE a guy who can make them laugh; laughing shifts a woman's physiology and mental focus, interrupting her thought patterns and creating a temporary blank, which YOU can then fill in.

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Just think about it a second. Have you ever been in a rotten mood, and then a friend suddenly makes you laugh?

What happens? You start feeling a hell of a lot better, don't you?

So, using humor as an interrupter, you could walk up to a woman and hit her with any one of my favorite Ross Jeffries' lines.

For example, the other day, I was at the beach, and spotted three hot young women I wanted to meet, and they were all together playing in the waves.

How did I use humor to break the ice?

I walked out into the water(that's "into"; not "on"; you guys only THINK I'm God) and said, in my dumbest, imitation, Gomer-Pyle southern drawl).....

"Shucks...there SURE is a lotta water around here!"

Of course, they all busted up laughing. I then followed it up with the low-key, but powerful intro I'm about to tell you all about.

See, one of the best approaches I've ever used for meeting women is just to be incredibly direct, but also VERY low key. This combination exerts an almost HYPNOTIC fascination.

So, for example, if I spot a woman I find attractive, in a low-key, but direct way, I'll walk up to her and say,

"Pardon me ma'am. Forgive me for interrupting you, but I just wanted to tell you.....(pause a second or two for effect...they will begin to wonder "what???...what does he want to tell me?") I think you're absolutely stunning....and I really wanted to meet you. (Pause again)

"My name's Ross..." I then extend my hand and shake theirs!

What makes this approach work?

A. You are being DIRECT, with no excuses or apologies. This RADIATES confidence.

B. It's done LOW KEY! I talk SLOWLY...no rushing....I'm radiating, affinity, warmth and relaxed power instead of need or horniness. When you do this, it doesn't matter that a moment before she was obsessing on that overdue bill or her yeast infection. You've got her attention BIG TIME!

*****Item #2*****

Get Her Attention Focused On You!

Once you've broken her current train of thought, you've got to get her attention focused on you or you'll just be wasting your time. By taking her hand and introducing yourself, looking her in the eye all the time, you are already well on your way.

But here, to DRAMATICALLY accelerate this, I use what I call....

...THE INTRUSION PRINCIPLE!

What does this mean? Simple...you need to intrude SLIGHTLY...and I do mean S-L-I-G-H-T-L-Y on her personal space; not so much that she pulls, back or runs or slaps you, but enough to make her wonder and get a bit excited.

How do you do this? Well, when you take her hand to shake it... DON'T LET GO AFTERWARDS!!! Keep holding on as you continue to talk to her, looking straight in her eyes.

Will SOME women pull their hands away? YOU BET! Maybe 30 to 40%; guess what? These are the ones who are very uptight, and lacking in adventure somewhat in any case. So what?

*****Item #3*****

Taking Control Of Her Internal Representations

You now want to move to the most important step: TAKE CONTROL OF HER INTERNAL REPRESENTATIONS. This simply means to direct how she visualizes, talks to herself and what she feels through the structured use of your language.

You could say something like, "You know, I can tell you are a woman with great taste!"

And when she says, "How do you know?"

Respond, "Because you laugh at what I say. And the more you laugh, the more you'll LOOK FORWARD to having the best time when we go out!".

When she laughs at this, you say, "See...just like that.

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Here's why this last part is SO important; you've now set it up so that her behavioral response of laughing acts as a trigger for her to have exactly the thought pattern you install; to LOOK FORWARD to going out with you!!!

To add to this you say, "Seriously...haven't you ever met someone, and you just knew you were going to like this person(point to yourself), cause you could just STOP, and IMAGINE BEING TOGETHER, feeling totally comfortable, and absolutely connected, for all the right reasons?".

As she sighs and says, "yeah" you say, "Well, see? So, as you think about it like that..." then just keep chatting.

What have you done here? You've not only directed her thoughts, you've BOUND them by giving her the suggestion to keep thinking along those lines as you speak.

Ok...so let's get to the second Super-Formula for Speed Seduction® Success, which is:

1. Create the state
2. Bind/link it to you
3. Amplify

Let's look at these one piece at a time.

1. *****Creating The State*****

As you know, one of the key teachings of Speed Seduction® is that there is no such THING as love...no such THING as attraction...no such THING as chemistry.

Now, we AREN'T saying that people never experience these states, but hat these feeling states are the RESULTS of internal mental processes that have a structure and sequence. As such, with skillful description, these states can be evoked AT WILL.

Generally speaking, we first elicit/evoke the state by naming it/describing the experience, using weasel phrases such as:

*****Have you ever...*****

*****What's it like when*****

*****Can you remember the last time(first time) you ever*****

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(Let me disrupt my own flow here to make a VERY important side comment that's CRITICAL to being a great Speed Seducer; in order to use the proper congruent tonality, when creating states, a Speed Seducer must know how to evoke SOME of the states in himself that he wishes to install in others; he thus uses the feelings as a guide for his tonality. Hence, SS REQUIRES you to become aware of the full spectrum of feelings/emotions/human experience.

The principle here is:

GO FIRST!

Put yourself in some of the feeling states you want to install in others!)

2. ****Binding/Linking The State****

One of the early problems with Speed Seduction® was what I call "the soap bubble effect"; I found that sure enough, I could evoke states and emotional responses could INDEED be evoked; but all too often the effect was temporary. Once the description stopped, so did the state.

Hence the importance of BINDER COMMANDS; these commands serve the purpose of extending the states/processes through time, AND linking the states/feelings/processes to the speed seducer. They also tell the unconscious WHEN to carry out the commands.

This last point is critical; you see, while the unconscious is VERY suggestible, it has NO fixed conception of time. A minute is the same as a year or a decade to it; unless you tell it WHEN to do something, it might never do it, or might do it 3 days later with some other guy, when you aren't even around.

Why go to work fishing, when someone else lands your snatch...er.... catch?

Binder commands include, but are not limited to:

"DO THAT...NOW"

"DO THAT..WITH ME...NOW"

"WITH ME...DO THAT...NOW"

And various other combinations/permutations of the above words.

Binding is ALSO accomplished through time distortion and presuppositions of time; these function as post-hypnotic suggestions that cue the person to continue to run the tape loops you've installed, even when you aren't around.

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In effect, you can bind her thinking NOT only when she's in your presence, but when you're thousands of miles away as well.

What you are doing is helping to construct a movie in her mind and then....

..... Hitting the endless play button!!!

Other methods of binding/linking include touch anchors and gestures that are self-referring. The smart move is to use ALL of them in combination; don't give her ANY chance at all!

3.*****Amplifying The State*****

Once you've got the woman mentally traveling in the direction you want, it's time to step on the gas! There are SEVERAL ways to do this, among them:

1. Zip anchors
2. Synesthesia
3. Sub-modality shifts
4. Commands such as, "Feel it building...focus in on those feelings....surrender completely...."
5. Sexual metaphor..."Create an opening for it.....feel it penetrate.....come over and over again to the same conclusion..."

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

Meeting Women Hot Women In The "Nude" Millennium!

Well, here we are... the start of a NEW MILLENIUM.

One can safely say that MANY things have changed over the course of the last one thousand years of human history.

Nations have risen and fallen. Empires have come and gone. Massive advances in technology

have made the world a much smaller place.

And yet, ONE thing remains the same. ONE thing joins us with our forebears of the past 1000 years...



...GUYS STILL WANT TO GET LAID LIKE CRAZY!

Well, who the hell is your humble Guru to argue with the force of history? With that in mind, let's get going on the right foot by discussing how to use Speed Seduction® to...

...PICK UP SCADS AND SCADS OF WOMEN, ANYTIME, ANYWHERE!

By the way, a free Tabby turd to anyone who can tell me just exactly how much of something is contained within a "scad".

Anyway, there are some fun-da-mental rules for making pick-ups, or doing "gold - walk - ups". So, let's review those rules FIRST before we get to some word for word pick up approaches guar-an-fookin-teed to work for you just about anywhere! RULE ONE: Get yourself in the right frame of mind.

Ok, I've harped on this before. I'll harp on it AGAIN. And I'll harp on it till I'm dead and gone and PLAYING a harp (though some have written me nasty, printed letters in CRAYON, usually from addresses in Kentucky or Tennessee telling me I'm headed for H - E - C - K because I am DANGED and will spend eternity with some guy named Stan or something like that).

Persuade...And Get Laid!

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Your frame of mind is crucial when it comes to meeting and attracting women. And the single biggest and most common mistake guys make when it comes down to it, is they are relying on women accepting them FIRST, before they can feel good.

No, no and a thousand times no. This simply does not work. YOU must first learn how to produce good feelings in your body and mind BEFORE you open your mouth and say a word. Otherwise, you are relying on the WOMAN to make YOU feel good.

Now, in that case, WHO has the power? No matter how many patterns and embedded commands and anchors and other tools you load up on, WHO is the one with the gift to give and WHO is the "supplicator" in this scenario?

So you MUST learn to produce good feelings and states for yourself...

...BEFORE YOU EVEN WALK OUT THE FRIGGIN DOOR!

Now, listen. I've come up with plenty of tools for you to do this. You've got my Unstoppable Confidence Tapes. If you've been to a Speed Seduction® Seminar, you've experienced some personal "google" builders.

Anyway, the main point is YOU must go first by FEELING good FIRST before you even open your mouth. RULE TWO: Taken into account and USE the physical dictates and layout of the situation in which you find yourself.

Ok...Tabby is telling me that last sentence was a bit obtuse, so let me explain.

Let's say you're a lucky s.o.b., and, like your Guru, you live right by a jog or bike path. Women are constantly skating, blading, running or biking right by you. And let's say further, that, you, like me, are a lazy son of a bitch and have no intention of moving your own fat ass via bike, blades, running etc.

Now, given that physical aspect of the situation and your own bone - deep sloth and aversion to movement, what do you have to do in order to meet and talk to these women?

Well, Buckwheat, what ya first and foremost gotta do is...

...Ya Gotta Get 'Em To Stop!

Thassright. That beautimous and buxom babe in the halter top that luscious blonde with the jog shorts so tight, her "camel-toe" is poking through the sheer fabric... they will never be riding your trouser pole UNLESS YOU CAN GET THEM TO STOP!

With that in mind, I have actually USED the following approach and ACTUALLY gotten it to work! I merely wait for a nice looking young lady to come jogging, blading or biking toward my stationary position along the path. I then jump out, hold out a hand and in my most authoritative tone yell:

STOP!

(This is actually pretty funny to watch. I have never had them NOT stop!)

I then say something like, "If you're that easily stopped... you need a boyfriend who will MOTIVATE you! My name is Ross".

Now, at this point, I bring into play... **RULE THREE: VERBALLY PACE THE ONGOING SITUATION**

I cannot emphasize enough the power of this VERY important rule. Basically, what it means is to verbally describe and therefore ACKNOWLEDGE the situation and reality that she finds herself in with you.

In the example above, where I've just jumped in her path and yelled "STOP", what do you think this girl is thinking?

It's a safe bet it is something along the lines of "this guy is fuckin' nuts"!

So I better USE that instead of ignoring it.

I say something along these lines, "Look, I know this is a totally nutty way to meet someone (pacing her ongoing belief)...but I knew if I didn't do SOMETHING to stop you, we'd never get a chance to talk (also completely true...a truism with which she cannot argue) and maybe see how much WE COULD REALLY LIKE EACH OTHER (embedded suggestion).

The principle here is VERY important. And that is...

BY DEMONSTRATING UNDERSTANDING, YOU INCREASE RAPPORT!

Now, let me make something critically clear: I did NOT say demonstrate that YOU are "understanding, sensitive" etc.

I said demonstrate "understanding"...of her ongoing reality and situation. Not in the sense of apologizing or excusing but simply that you are alert and AWARE of who she is and what she is experiencing.

From here, what I will do is say, "Look...I don't have a lot of time here (A bit of a "takeaway" which always makes you more appealing). And it's obvious that you are on the move too. But if you'll sit with me for 5 minutes, I'll analyze your handwriting. You'll get to learn secrets about yourself your best friends don't know and I'll get to find out if YOU are the kind of person I want to know better.

I'm structuring an opportunity AND offering her a challenge, two of the three aspects of controlling and setting frames.

Ok...now that we've got the basic rules out of the way, let's get down to some nitty-gritty, word for word gold-walk up scenarios.

PLACES TO MEET WOMEN

As I've said before and will say again, I usually avoid going to "singles" type places to meet women. That includes clubs, singles bars, etc. I'm aware that some guys love, even excel at these places, and more power to them, but you won't get advice from me on these joints, because...

...I DON'T GO THERE!

Why? Because they are noisy and I don't want to shout to be heard. My voice is my livelihood and my instrument, damn it. Because they are loaded with DRUNK people, and no offense to any drunk customers reading this, but I HATE BEING AROUND DRUNK PEOPLE! And don't even get me going on smokers, cuz here in the People's Republic of California, smoking is banned in bars, clubs and restaurants!

MY favorite places are:

* Restaurants with attached bars: These places are often great Tues-Thursday nights, around 6- 8:30 PM. Especially upscale places, they cater to a professional crowd. Some VERY nice looking women looking to unwind after work. Also often these places serve as a meeting ground for women having bachelorette parties.

* Coffee houses: like Starbucks, Coffee Bean and Tea Leaf, etc. Great from 8-10:30 AM every day of the week. After 9am you are more likely to get women who work in retail, outside sales like pharmaceutical reps, self-employed, students etc.

* Supermarkets: M-F noon to around 1:30 PM as women on their lunch hours pop into buy things. M-Thurs 6-830 PM. Sat 10AM-noon, same for Sundays.

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* Shopping Malls: This is a no brainer. If they have a good food court and are near offices, then noon till 130 PM, M-F. Hit the food courts and forget most of the rest of the stores. Other good times: Tues-Thurs 630-8PM and Sat afternoons.

* Self Improvement seminars: If you live anywhere NEAR a major U.S. city, chances are Tony Robbins will be hosting an event. Now, I don't think Tony is the best seminar investment. MY seminars would fall into that category. However, his seminars are LOADED to the gunwales with good-looking, SUGGESTIBLE women who are totally open to the type of themes discussed in any good Speed Seduction® pattern. Same with most of the self-help gurus. Christ, ya don't even have to sign up. Just find out where they are being held, hang out in the lobby of the hotel and swoop in on the HB's during the coffee, pea and dinner breaks.

* Gyms: Ok...I belong to THREE gyms and I only really work out at ONE of them! I especially recommend rock-climbing gyms. The women are in awesome shape, usually quite adventurous and you don't need to know how to actually climb! All you actually need to learn out to do is hook up and hold the rope that anchors or belays them to the wall. "Hey...DebbyŠput your left leg a little wider...WIIIIIDDDDER...there's a foot hold right there!"

* Yoga Classes: Unbelievable amounts of hard-bodied, wildy well-shaped women. Take a beginners class if you've never done it before and you'll met lots of women, who are also VERY suggestible and open to "new ways" of thinking.

USING HUMOR TO MEET WOMEN

For me, one of my favorite ways to meet women is to use some type of humorous approach that gets her laughing.

Why is this so important?

1. Laughter sets a woman at ease at puts her off guard.
2. Getting her laughing shows that you are confident and don't take the process of meeting her too seriously, unlike a desperate hard-up loser that HAS to succeed, YOU are a fun guy, enjoying your exciting life and creating an opportunity for HER to step into it and have some fun too - IF she plays her cards right.
3. Humor is a way to test to see if SHE has a personality. If she is a mean, unhappy be-yatch, why bother?
4. MOST IMPORTANTLY, LAUGHTER GIVES YOU A BEHAVIORAL RESPONSE from her that you can mention, incorporate, and future pace into HER IMAGINING CONTINUING TO HAVE FUN WITH YOU LATER!

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THE CORNY LINE HUMOROUS APPROACH

I was doing some errands in a local mini-mall when I spotted an unbelievably hot-bodied woman in tight-fitting workout outfit. (You could easily spot her "camel-toe" to use some slang) As she was leaving the yogurt place with her double combination vanilla/chocolate swirl, I said, "Excuse me, has anyone ever told you you're a shining example of physiological perfection?"

Her response of course, was to laugh and say "Thank you... no, you are the first!"

I then USED her laughter response by saying, "Well, I'm glad you laughed, because I really do think you are breathtaking, and I wanted to get a glimpse at the personality inside of the beauty before I introduced myself. My name is Ross".

I then invited her to sit down while we enjoyed a brief handwriting analysis that revealed her to be a paranoid/schiz with a tendency toward violence and pathological lying. So much for that possibility. But the intro DOES work.

Notice here, that I mentioned and USED the fact that she laughed as a way of establishing that I was looking for MORE than her physical beauty.

THE CRAPPY SKETCH-ARTIST HUMOROUS APPROACH

Ok. This is a perfect approach to use with women who are in a group, although students have used it on women sitting alone as well.

It works with or without initial eye contact too!

What you do is carry around a pen and a small spiral-note pad. Catch the eye of the lady you fancy IF YOU CAN, but if not, don't worry about it. If you DO catch her eye, make a big show of pretending to sketch her. Furrow your brow and act as if you are in deep concentration. (It works even if you CAN'T catch her eye, but do make the effort!)

Now, what you are doing here is a PARODY of the old, shopworn, trite, "May I sketch you, beautiful lady gig?". Because what you are actually doing on that pad of paper, Buckwheat, is sketching the crappiest, STICK FIGURE drawing of her that would embarrass a dyslexic five year old! Draw her friends in very tiny, no bigger than the size of dimes.

Label it accordingly, such as, "Beautiful Woman At Dinner With Friends". Then with a flourish, sign it, date it, and fold it two.

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Walk up to her at the table and say, "Excuse me...but your beauty has inspired me to high art."

At this point, you can work it two ways. You can simply walk away and return to your seat as she opens and unfolds it. What will happen is she will pause...then burst out laughing and show it to her friends. After you've returned to your seat, wave with a flourish and take a bow, like you are proud of your work. About 50% of the time they will wave you over to the table and play along.

Explain that it is an ABSTRACT rendition that emphasizes the underlying ephemeral aspects of the counter-pointing metaphorical structure as super-imposed on the physical aspects of the rendition of the work. Ham it up good!

Above all, understand that this approach is a TEST. It is a test to see if these women are open, friendly and have good, fun personalities and it is also, primarily a way to GET YOURSELF INTRODUCED TO THE TABLE!

Now, a good way to get the conversation going once you've been introduced to the table is to ask a simple question,

"I'm curious about something. Which one of you has the most curious and adventurous mind?" They will usually volunteer a girl and ask why. You then say, "Because I just took this really funky self-improvement seminar and they were talking about all sorts of cool ways things really work in your mind. Who wants to see something REALLY cool?"

You are then, my friend, off to the races. You have also pre-qualified TO SELECT THE MOST RESPONSIVE PROSPECT. Sometimes the most responsive will be the most physically attractive and sometimes not. But YOU are letting THEM do all the work by finding the right prospect FOR YOU!

The other way is to work this is to wait for her to laugh and THEN say, "I'm glad you laughed because you guys all look like you have open and fun personalities, and I wanted to find some way to introduce myself. My name is..."

Then simply hit them with the question about who has the most open and curious mind.

Another alternative is to say, "I'm glad you laughed because I noticed you here with your friends and I wanted to get a glimpse of the personality inside of the beauty before I introduced myself. My name is..." Then offer to do her writing by saying, "Well, look if you're open and adventurous enough for it I analyze handwriting. You'll learn secrets about yourself your best friends don't know and I'll get to find out if you're the kind of person I'd like to get to know better".

This "Crappy Artist" approach also works wonders for waitresses, hostesses, flight attendants, etc. etc. etc. It works for girls sitting alone or with friends. It's the perfect way to get the attention of women lying face down, asleep in the sun at the beach or by the pool. It's fun, easy and really quite effective, but it does take some balls and every once in a while, some nasty little c-nts won't appreciate it. I even once had a woman rip the drawing in half and glare at me.

This is the perfect time to fake an epileptic fit and rant about your court appointed psychiatrist. That usually changes the tone of things and keeps it light and fun... for YOU!

The Mail Bag

From: XXXXX
Subject: Triangle of lust

Bros,

I'm currently sarging like a true SS brother should. I've met many HBs and gotten a few numbers. I've been on this list for a while but now for the first time I actually have the freedom from my studies to go out and practice as much as I'd like (and I'm just surrounded by amazing honeys (which always helps!))

On Sunday night I went to a club with L. (a beautiful, blonde, 20 yr old, German major HB) and another one of my flatmates. We had a bril time but many probs came up which I hope the bros can help me with: - I sarged her all evening with humour, patterns, poetry and general verbal and non-verbal pacing and leading.

We shared cocktail drinks with two straws (I thought it was a nice touch) and we went outside every so often to cool down, talk and look at the ocean. We sat down and after running a few patterns she started to run her hands

through her hair so I said, "Do you know why women like to wash their hair so much?".

She looked at me curiously and said "No... isn't it just to keep it clean?" so I said "Here, let me show you..." and I began to run my hands through her hair and massage her scalp.

She said that it felt wonderful and so I dropped my tonality and said "You know, this is one of the erogenous zone in a women's body that most men (point away) ignore...there are others... if you want to discover them ... you can... close your eyes (she did)..."

I then ran my fingers on her frenulum (just above her lips) , across her cheeks and her earlobes. She started to flush and so I took one of her arms and ran my fingers along the inside doing a zip anchor pattern as I did so ("you notice how all those feelings get stronger and stronger as I move up...")

I also massaged her lower back just above her pelvic brim and did my "triangle of lust" pattern whilst slowly moving my other hand onto her belly and over her "tum-tin (main chakra)". More patterning followed and I lead into Ben's "Surprise Kiss pattern".

Up to this point she had given me no resistance but here she said ..."well, the kids I work with (She's doing holiday volunteer work with street children) always try to kiss me but I don't like it".

I think at this point I messed it up because of instead of backing up and trying something different I kept going

and leant forward to kiss her and she pulled away. - I apologised (Big Mistake methinks, damn AFC tendencies die hard...)

She then said to me "Is this what you do with all the girls." - Earlier I had elicited that she loved it when a man listened to her and communicated his emotions to her. I tried to do this all evening and at this point I said to her, "I'm not going to say anything now, I'm just going to listen... I want you to tell me what it is you are feeling... "

This didn't bring out much even with prompts in pattern language. Somehow it didn't work out. What should I have done? How should I have tried to go for a close again? (Bear in mind this girl is normally quite introverted). L. moved out yesterday (I saw her twice during the day but just said "Hi" and avoided her), she's moved into a place nearby and I will be seeing her again. Where do I go from here?

Bro XXX

Dear Bro XXX,

The problem as I see it is that you were SO focused on your own feelings of lust you were NOT paying attention to the "doorway" she was telling you she responded to. As I've said, there are basically 4 doorways into a woman's mind:

- 1. Getting her to visualize***
- 2. Body sensations***
- 3. Emotional connections***

4. Asking questions that require her to access deep levels of the mind to answer

Now, your techniques for arousing her physically are GREAT. But that was NOT the doorway through which she was vulnerable. Please remember that KNOWING WHAT TO LISTEN FOR and then KNOWING HOW to use it are as much patterns of seduction as knowing the "blammo" or "blow job" patterns.

It is also important, when getting DEEP responses as you did with this girl, to add in a step. And that is to occasionally STOP, pull back from her and say, "By the way, is this fun for you? Are you enjoying this exploration?"

Her merely saying, "YES" makes her an ACTIVE participant and also constitutes explicit permission for you to continue. It also, through the principles of commitment and consistency sets her up to accept increasingly more intense demonstrations.

I would also say that you need to do more anchoring. If you are getting powerful responses, AND since this girl apparently was a "flatmate" of yours, no reason why you couldn't have anchored it all and then done a "takeaway".

Simply end the demo by telling her it's been fun but you are tired now, and maybe she can IMAGINE ENJOYING THESE FEELINGS EVEN MORE (as you fire off that anchor and slide it up to intensify) at a later time after you've really discovered how much THIS IS SOMETHING WE CAN ENJOY.

In this way, you not only tease her by taking it away, thus making HER ACTIVE INVOLVEMENT a part of having more, but also you help her to create a bridge of good feelings into her future by using the anchor you have set.

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

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How To Totally Mind-Fuck Almost ANY Woman Into Screwing Your Brains Out...And Make It Seem Like You're Just Having A Normal, Innocent, Conversation!



Let's get on to...Conversational Structures That Make Getting Laid As Easy As Getting Wet In A Thunderstorm!

Listen: recently I was giving yet ANOTHER interview to a "writer" who is doing a story on yours truly.(In fact, I think I actually convinced this initially skeptical, almost nasty guy to write a POSITIVE story...how's that for persuasion! I'll tell you how I did it in the P.P.P.S. to this issue!)

Anyway, this would-be Ernest Hemingway wanted me to sum up Speed Seduction® in a nutshell. I said, "It's basically about two things. First, knowing how to talk to women in suggestive ways that lead and excite their imaginations, and, just as important, knowing how to do that in a conversational framework that makes it all seem like a normal, natural conversation."

It's the second part that I'd like to discuss with you now.

The 3-Deep Principle; Your Key To Massive Get Laid Success

As you know by now, one of the main techniques of Speed Seduction® is to describe the state or states we want a woman in.

Let's stop for a sec for a pop quiz, to see if you understand this important point. Circle the right answer

Describing states to a woman is important because:

A. It distracts her attention from the fact that we are whacking off under the table.

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- B. It shows her how clever and smart we are
- C. It gives her an intellectual understanding of the subject matter.
- D. There's no difference between a powerful set of directions and a skillful description; describing puts HER in the state or states.

Ok. We all answered D, right?

Now that we are SURE you've mastered that principle, let me give you another one; when it comes to suggestions, commands, presuppositions or whatever else you are using, it's extremely powerful and effective to "stack" them at least THREE levels deep.

See, what happens, for reasons I'm not even sure of, is once the mind accepts three examples, descriptions, suggestions, etc, all headed in the same direction, it just can't resist. It accepts these as being it's own, and therefore it tends to.....

...Overpoweringly Act On Them!

Is that fair? Is it right to overwhelmingly mind-fuck a woman in that way? Isn't it enough to gently nudge a woman's mind in the right direction...the most gentle, caring little push so that she naturally finds her way to us with a bare bones minimum of suggestion on our part?

Suuuuure it is...and, hold on a sec while I take this call from the Easter Bunny!

Listen; I'm all for gentleness, but ya gotta use these tools powerfully.....you can be gentle later...when she's gobbling your tube steak!

So, now that I've got that set up, let me show you some of these conversational structures.

Variation #1: Quote An Article, Seminar, T.V. Show, etc.

Let's say you wanted to start out with a connection pattern, and move from there. One way to start would be by quoting something you read, saw or heard in the media.

This is, after all, a normal way for people to converse...quoting something they've seen. So, in this case, you'd start out by saying something like,

You: "You know...I was reading the most interesting article about how men and women fall in love differently. And it was saying that men usually feel an attraction first, but that women, by contrast, usually feel a connection and then become more attracted.

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I mean, you know that kind of special connection you sometimes feel...that mysterious compelling click that takes place right THERE..."

You then go on to do the connection pattern for a while, and say, "So...this article was saying, that when it's really special...that's when you can just STOP...and IMAGINE a time in future...say years from now...blah blah blah".

Ok...that's stacked it one level. And it seems like a normal conversation. You then listen for her feedback, if she gives you any, and then proceed to go to...

...Step Two: Quote What A "Friend" Had To Say To You About It!

Ok. Now, you can quite agreeably move on to tell her what your friend had to say about it. You can either hit on the same theme, or add in something else your friend said,

You: You know, I was telling my friend about this, and she was saying, when she really starts to FEEL THAT CONNECTION....

...and GROW even more attracted...she begins to pay attention in a special way. First, becomes aware...of the rhythm of her breathing...the beating of her heart...and that sense of growing fascination...such that as she continues to be aware of this...one particular feature of the guys face begins to rivet her attention...so as she just continue to keep looking...it's like the rest of the environment disappears...and the entire world becomes this face...this voice that just start to wrap itself around her like a pair of powerful but gentle arms...pulling her in...deeper....just allowing that warmth...etc...etc

Well...so now you've got her really sizzling, right? What could we do to stack one more level? Well, Buckwheat...how's about...

Step 3: Giving Her YOUR Opinion On the Subject!! Now, what could be more natural after all this then throwing in YOUR opinion on the subject? And...of course...you could take it anywhere.

You: Now...what really fascinates me about all this is not just how people connect so powerfully with someone...but how people connect with their own needs and wants and desires...like...think about the difference between compulsions and anticipation....

Here of course, you launch into my famous "Blow Job Pattern" which I won't go into in full here, since it is contained in it's entirety, word for frigg'n brilliant word, in my Speed Seduction® Home Study Course.

As an interesting side note to this "three level stacking"...my top student, Mark Cunningham, has pointed out that this pattern really helps to "normalize" the responses she has.

In other words...by quoting something you've seen or heard or read in the media...you're keeping it several steps removed from her. It's not like SHE is the one having the response.

You then move closer to her with each step...by describing a female friend's opinion or response, that moves it a step closer to being her...it's saying another woman has these responses.

To move it even closer, when you give your opinion, throw in an "I-You" shift, by saying something like, "I find when I HAVE THOSE RESPONSES...it's like you just LET YOURSELF GO COMPLETELY...and GO WILD WITH IT...NOW...That's how I see it so clearly..".

Now...are there OTHER ways to use this structure? Sure...you could for example, start off by quoting the friend and THEN moving on to quoting something you saw, read, or heard in the media, and then finish with your opinion. That will work just as well.

I do NOT however, recommend you start out with your opinion first... as that might make you seem like a self-focused, arrogant, selfish bastard. You want to HIDE that fact; not expose it!

Mail Bag

Ross:

How you doin' bud. I wish I could have stayed longer at your last seminar. The stuff I heard in the short time I was there was killer, so I'm sure I missed some other killer stuff.

The one pattern I did hear was the one where you start off quoting a "public" authority ("I saw something interesting on TV"), then quoting a friend ("My friend Kim says that when that happens to her") then quoting yourself ("And I think that when that happens").

Do you realize how brilliant this pattern is? Even when this pattern is used without weasel phrases and embedded commands, it still works great because it takes full advantage of several of Cialdini's "weapons of automatic influence."

First, it uses the weapon of authority. Three people are saying the same thing so it must be true. Second, it uses the weapon of social acceptance. Three people believe this to be true, so I should believe it too.

Finally, it uses the magic of the number three. Like you told us that three presuppositions heading in the same direction will cause a person to presume that it is true, it is also true with three authorities or three socially acceptable persons. I've found that any information, be it evidence in a lawsuit, emotional states for seduction or persuasion, or even examples of proof, presented three times in three unique ways has an almost magical effect on people. They tend to accept it automatically without even thinking about it.

I have been using a personal version of this pattern for a while without knowing I was doing it. Since the seminar, I have modified it and used in business situations, in social situations (including sport wenching), and with my wife and our daughter, (The kid is 17, and needs some serious re-programming and de-programming. What can I say, she's a teenager. She knows everything and she's always right). It is extremely effective the vast majority of the time.

Also, if you want some cool info on mind control and behavior modification, check out an article on the web called "Spiritual Responsibility" by Steven Hassan and Lama Surya Das. It discusses behavior control, thought control, and emotional control, plus gives you "The Three Steps of Gaining Control of the Mind." The article is about religious cults, but we can modify it for wenching.

Mark C.,
Santa Ana, Ca

Dear Mark,

Eenie, meanie, Cialdini, Ross has got a giant weenie!

Hey...if there's one thing I can't stand, it's a pandering letter, agreeing with me, supplying yet more evidence that everything I have to say is true, and making me look like even more of a genius.

Seriously, thank you for your very kind and intelligent letter. While I realize the brilliance of the pattern I did NOT, I confess, see the Cialdini angle. I think the social acceptance angle is of greater import on that score; I don't know that people would necessarily accept a T.V. show or an anonymous friend of someone they just met as any kind of "authority" on any subject. If they do, then they are malleable little sheep who deserve the inevitable ass-ramming life will give them!

Speaking of which...how many times have I told you guys to STOP applying these tools in other areas of your life, besides sex. Mark...I must insist that you use these skills ONLY for seduction and not to improve every other area of your make your entire existence a fun-filled party! So knock it off...ok.

And...how about a picture of your 17 year old? I've got a Catholic schoolgirl outfit I can loan her.

From: Greg
Subject: Ok, here it is.

I have heard over and over again from women how their ideal date involves the man cooking them dinner. You have pointed out that the best places to pick up women are those where they go to eat. Women are truly slaves to the sensuality of food. If you make a dinner, you are providing them with sensual pleasure that they will associate with you.

Moreover, there is an air of competence and self-assurance that this automatically gives a man in their eyes. Women LOVE feeling taken care of and provided for (for obvious evolutionary reasons), and you making them dinner brings all of that. Last, but very much not least, this turns your date, instead of an encounter in a public place, into a private rendezvous in a place where you can go right to bed when you decide to make your move.

It is very disappointing to have the occasional problem where during the date the woman is quite ready to go and in the right frame of mind, but during the drive back, in spite of all thought-binding strategies, she slips out of the mood, either due to internal considerations, or due to something that happens (believe me, anything close to an accident, or getting pulled over, or even passing by something bad like a bust or an accident can pull a

woman out of that warm glow that she is in when she is ready and willing)

On a final note, food gives a GREAT lead in for sexual metaphor. For all these reasons, whatever strategy or pattern you were going to run on her, doing it in the context of a date at her apartment when you've just finished a dinner that you prepared is going to make it ten times more likely to succeed.

As I've already said, this is good for just getting laid, but if you want to do the serious relationship thing, this will sure start it off with a bang (so to speak). If you want to just get laid, then keep lightly in touch with her afterwards anyway. When she describes the evening to her friends, believe me all the ones who are single (and some who aren't) are going to wish they got that treatment, and then you can scam on them as well.

Well, Ross, what do you think?

Greg

Dear Greg,

What's that...SCAM on the friends of someone you are already banging? How dare you sir...have you no decency?

Actually...I like your style, in terms of having them in a place where you can "close the deal" right away. I do think that if you can create the requisite rapport to get a strange woman to come over to your place, then you probably could move right on to a sexual arousal strategy. If she's at all adventurous, she'll jump you then and there, no matter where you are.

I know this is true from my own experience and those students who have told me time and again that they've banged women on the hoods of cars, underneath swing sets in parks, parking lots, etc. If they are hot and bothered enough, they'll come at you no matter where you are!

But...congratulations on finding a variation that works for you, and I am VERY proud to see my students dovetailing what I teach with sociological and other factors that all move to get the same results... getting their weenies wet!

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

P.S. How did I handle that snotty writer? Simple...first...I knew he was a mismatcher or polarity responder. So I got rapport by saying,

"Look...I know the way you learn is to find counter-examples. And that's very useful...a powerful way to guard yourself against error and untruths. But what if what you are learning about is SO new...so revolutionary...that you've got nothing to compare it to? Then you just have to shut up....open your mind...and listen!"

Which he actually proceeded to exactly do! Ha...that's handling the media!

How To Laugh Yourself To Ultimate Seduction Success!

More and more, I am seeing the importance of generating laughter as the start of my seductions.

One of the problems many fledgling Speed Seduction® students have is, they take the whole damn thing WAY too seriously.

This is a BIG mistake for several reasons.

1. You are going to go through a trial and error learning period where it's unlikely you'll execute each required step. You're going to trip over your dick!



EVERY student (including me!) goes through this.

If you can treat it as a fun game rather than a task you MUST do well at, you'll find yourself taking a lot more action a lot more readily.

This is why "confidence" can be the wrong thing to aim for; it implies some task you MUST perform and at which you could fail.

If you view it, however, as play, then the worst that can happen is you discover some chcyk doesn't want to play with you. Oh well....

2. Laughing puts the chcyks off guard, randomizes their synapses, and readies them for a deeper rapport. It's like playing peekaboo with a baby.

One of the approaches I've found is to adopt the laughing response into my connection patterns. This works whether it's the first time I've spoken to her, have spoken to her before, on the phone or in person.

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Step one: Make 'em laugh. Sometimes(in fact oftentimes) just being direct will do this.

I can remember walking up to a stunning brunette in a shopping mall, and with a laugh in my voice(more on this latter) I said, "Pardon me ma'am...forgive me for interrupting you here.....but you are so pretty.....I'm willing to make a total ass of myself, just to get a chance to meet you. My name's Ross."

She laughed and told me her name and when I asked why she laughed she responded, "Because it's so uncommon."

Step two: Say something like, " I can tell you're a woman with great taste...cause you laugh at what I say...Now, the more you laugh at what I say... the more you'll recognize just how attractive you find that...and the more you'll look forward to being with someone just like that...."

Step three (Work it into a connection pattern): "In fact...just standing here....talking with you...I have an intuition...that when you connect with someone...someone you really like...someone you're really attracted to who makes you feel that click...right there...you know that sense of just feeling totally drawn...like you've known this person forever...like you were meant to know them....a big part of it is that recognition that you can RELAX and laugh with this person...can you feel that...is maybe how it works?)

Step four: transition into talking about how interesting it is how people begin the process of connecting...oftentimes there's a strong element of fascination involved...I find when I start to listen carefully (blah blah blah).

I've found that women almost UNIVERSALLY respond favorably to this beginning approach...they really do giggle like little kids when you talk about the more they laugh...the more they recognize just how attractive they find that.

(You can, as a variation, add in, "And the more you'll look forward to being with someone just like that.")

If you're on the phone, you can also add in,

"In fact, I don't know if you can recognize that with each little giggle...with each breath you take...with each beat of your heart...you're growing more intrigued, but anyway...just setting aside whatever pictures just keep popping into your mind when I say that...how are you doing today?"

(By the way, I quite enjoy using SS over the phone. I think it particularly has its advantages when dealing with women who need to have the feeling that they are participating in the seduction; somehow, the illusion that they are alone allows them to have MUCH stronger responses. Plus...since your mouth is, in effect,

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right up to their ear, it makes anchoring them to your voice MUCH, MUCH EASIER!)

Now, as an added service, here are some of my favorite things to say that get a laugh,

"I wish I were a girl like you...so I could have a guy like me come into my life!"

"I know what you ideal, dream guy looks like....I see his face every morning, when I look in the bathroom mirror."

"If I were a woman...and I were half as attractive as you are...I'd stand in front of the mirror all day long...until I worked up the courage to ask myself out!"

More Kewl Phone Tricks!

Here's one to use on a woman you've already seduced, or who is already given you some strong doggie dinner bowl looks. It's NOT for a first timer/new girl with whom you are having first contact:

1. Leave a fairly straight message on her machine on whatever topic. "Hey Cindy...can you please call me back with your cousin's address so I can send him those Batman condoms? Ok? Bye(allow a pause of three beats!)...now you realize I'm still leaving a message...a message you can hear INSIDE YOUR MINE...whenever you really wanna feel UMMMMM...WONDERFUL...you can just find this message replaying itself in ways that surprise and DEEE-LIGHT you...and that's a great thing...isn't it?)

How To Put Laughter In Your Voice.

As I keep saying over and over again, the first and most important step in Speed Seduction® is to generate and design your OWN custom state of mind for seducing chyxks.

When it comes to beautiful chyxks, too many guys only have one state: Arousal and Speechless Panic!

Why not custom design your own state? In fact...let's stop a minute and do a little exercise.

Exercise: Imagine that you have to design the ultimate chyxk seducing android. Forget about what it looks like; let's say it has to look like you!

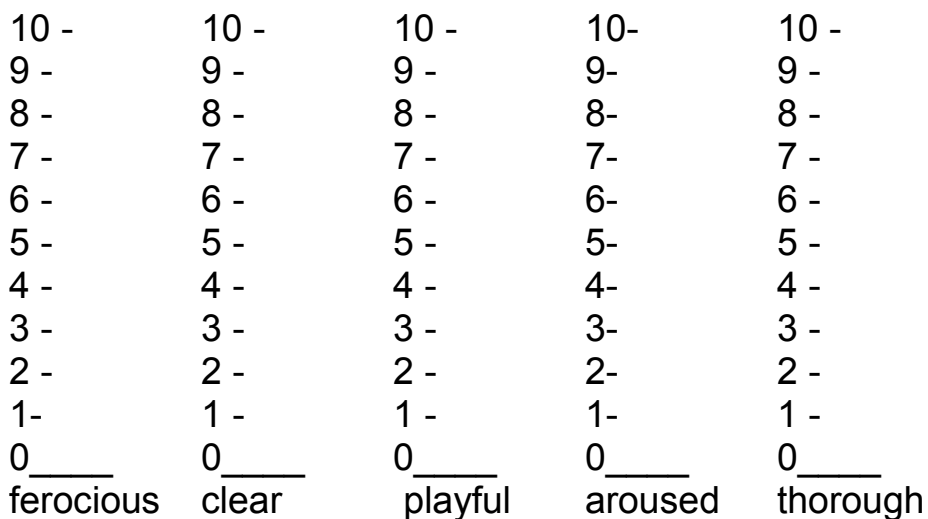
What attitudes and states of mind would you design in for this android to insure his seduction success with the highest quality chyxks?

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List 5 of the qualities/attributes that would make up this android's state of mind around beautiful chcyks:

- 1.
- 2.
- 3.
- 4.
- 5.

Now...imagine you have, in front of you, an equalizer, like what is found in a stereo sound system, with five channels, one for EACH attribute you listed in part one of this exercise.(The illustration below contains MY attributes...use your own!)



Ok? Got that? Now, experiment with different combinations of settings until you've designed in the state of consciousness you want for your chcyk seducing android. Experiment with sliding the controls to various levels of intensity...only as fast as you can feel those attributes in your body...mind...hear the voice of that attribute internally and externally,. etc.

Now, about putting laughter in your voice! You'll find this is a function of turning up the juice on the playful/fun setting in your mind! The cool thing is, once this is locked in, that voice becomes the anchor for the entire state you've custom designed! It's a really great tool all around!

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Book Recommendations

Invariably, someone who doesn't know me well enough to know better asks, "Hey, Ross. Have you got any New Year's resolutions?"

Now, anyone who knows me knows I believe in living with resolve all year round. If the only time you can reach a state of being resolute is one day out of the year, you're in big trouble.

In any case, one of the things I am resolved to do 365 days a year is continuing to improve myself and the my knowledge of what counts in the world. If YOU are interested in that sort of thing(and why else would you be reading this if you weren't) I think a very good place to start is what you choose to read.

Therefore, I thought I'd start this issue out(don't worry...we'll be getting to some great get laid stuff too!) by recommending some VERY excellent books that you MUST read if you truly want to live your dreams and kick some ass in the world.

"What are these sacred texts, oh Great and Flawless Guru?" I can hear you asking. Well, here's my list, dear friends(these are in NO particular order; they are all important for you to read, absorb and apply!).

1. Awaken The Genius: Mind Technology For The 21st Century by Patrick Porter, Ph.D. This is an absolutely brilliant book about the power of building altered states of consciousness to reach your goals and beyond. His self-help dialogue and exercises are excellent; I don't buy everything he says about diet and such, but hey...who says everyone has to agree with me 100% of the time? Highest possible recommendation.

2. How To Make Millions With Your Ideas by Dan S. Kennedy. Kennedy is to marketing what Guru Ross is to NLP and getting laid. You simply cannot afford to be without this man's advice if you are serious about financial success; he not only publishes this book, but about a dozen other titles, plus he has a killer newsletter. Reading this book caused me to seriously reevaluate and upgrade several aspects of my business. Do yourself a favor and get it!

3. Virus Of The Mind by Richard Brodie. Brodie is the guy who wrote the original Micro-Soft Word program and retired a millionaire in his 20's! But this book on the new science of Memetics is really about the insidious programming mechanisms that the powers that be (government, media, church, big business) use to try to restrict your thinking and turn you into an obedient little robot. Read this book and learn to protect your self and generate your own societal programming mechanisms! (According to Richard, who is now a buddy of mine, I'm actually an unwitting expert at this "meme" stuff and have used it quite well to

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promote myself and Speed Seduction®! Wow! You really do learn something new every day!)

4. Your Mind, The Magician by Allen M. Rosenthal. This book is a brilliant little second look at Psycho-Cybernetics(which, if you don't know, is a classic written in the 60's by Maxwell Maltz) with some great metaphysical insights thrown in for good measure. This book really helped me get some great practical insights on how to visualize end results and get into the flow of things and take some attention off of my obsessive planning. If you want to learn how to engage your Creative Mechanism, read this surprisingly useful and very good book. Hell, I may even invite Allen to speak at my next week long, Speed Life training.

5. Secrets Of Sex Magick by Frater U.D. This book is NOT about using magic to get sex, but is about using the energy and altered state of sexual arousal to do magic in general. This is the single most intelligent and sensible expose of magick I have ever read, and the author basically breaks magick down into three components: will, imagination and altered state. Cuts through the crap and gets to what works. Highest possible recommendation.

6. Vultures In Eagle's Clothing by Lynne Meredith. Is our tax system really voluntary as the author claims? Is it really legal, based on valid constitutional law, to not file Federal income tax returns? Don't ask me to offer any opinion in writing, damn it! But the book is one of the most stimulating reads I've ever experienced and I can only invite you to draw your own conclusions. Whatever you may conclude, you'll wind up agreeing that this is a vitally important book if for no other reason than it discusses the foundations this country was built on and just how far most American's have been brainwashed to forget them! Get it! Very highly recommended!

7. Prometheus Rising by Robert Anton Wilson. A brilliant expose of how folks are programmed by the powers that be to live inside their reality tunnels and never even consider the possibility of breaking free and living of a life of their own design and creation. GET THIS ONE!

8. Monsters And Magical Sticks: There's No Such Thing As Hypnosis by Steven Heller. One of the most stimulating, thought-provoking books on hypnosis I've ever read; it explodes the Hollywood myths and shows you how trance is part of everyday experience. Perhaps the best book on hypnosis you will ever read.

The Mail Bag

From: anonymous@xxxx.xxx.CORNELL.EDU
Subject: Statistical evidence

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Ross,

Have you ever considered submitting Speed Seduction® for scientific study? Do you have any statistical analysis or data as to its effectiveness? Statistics would be far better when it comes to convincing people that it works? There are too many useless products that claim to work miracles that are not even moderately successful.

Dear Statistics Lover,

Since I'm not publishing in scientific journals, the protocols and standards of scientific journals are no more binding on me than the archaic format of documents used in court proceedings and pleadings.

I merely invite people to examine the principles I'm teaching, see if they make sense, and then apply them in the real world. And I'm not offering miracles or magic. I'm offering MECHANICS. TOOLS that need practice and a set of conditions to make them work. These TOOLS require you to pick them up and use them.

Hey Ross:

I live in Mexico, so the techniques you teach are based in English, I know that the basics are the same, but do you have something developed in Spanish? Or how do you get laid with latin girls?

Dear Ghosting,

The best way to get laid with Latin girls is to become a Catholic priest.

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Just kidding; the important thing to understand, when translating Speed Seduction® to another language, is that while the individual quirks and tricks may change, the basic principles of capturing and leading the imagination and emotions are the same!

Oh Mighty Guru Ross,

Here's a pattern I've worked out for helping a girl to have "dreams" about you! What do you think?

"Have you ever had dreams about someone you really really like? Me, for instance, I find that when you meet somebody who you're very attracted to , and you start to THINK ABOUT THAT PERSON all the time, that's when you can really begin to NOTICE THAT PERSON IN YOUR DREAMS.

I mean you know how you REMEMBER some dreams, and others you FORGET? It's like when you constantly THINK ABOUT THIS PERSON , your conscious mind GOES DOWN REAL DEEP into your subconscious and BRINGS BACK all these wonderful dreams about them. If you were to DO THAT at night, how long would it take you to REALIZE that you're dreaming about this person? Me, I've had that happen before many times..."

The key, for people seeing such a pattern for the first time, is to be visually perceivable, but not consciously noticeable. If you point down frantically at your crotch and say real loud "GOES DOWN REAL DEEP" at the dinner table, yer gonna get slapped, okay?

What do y'all think about that? As
Johnny Five would say "Input!
Mooooooooore innnnnnput!"

Marc Breaux
New Orleans, LA

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is stylized and cursive, with a horizontal line extending from the end of the name.

Ross Jeffries
Founder, Speed Seduction®

How To Supercharge Your Speed Seduction® Success!



With all my recent involvement with computers and the Internet and such, I like to compare Speed Seduction® to software packages.

What most of you have seen or used so far is the first and second-generation stuff. It's damn good. I'm proud of it. But like anything new and innovative it has it's bugs, errors and flaws, which my best students and I have been working like crazy to correct.

(By the way, you'll notice that I don't claim to be perfect, admit to mistakes, and give fair credit to everyone who has helped contribute with their own great ideas. Some of you students(Glen, Mark, Jason, Dave, Taylor among them) have been so good, I can no longer even consider myself as the creator of Speed Seduction®; I now think I'm only the Chief Co-Developer. I deeply appreciate the input and encourage you to continue. As for you lazy asses who have not contributed...get off your fat behinds and write me, fuck-heads!)

In this issue, I'm going to cover two or three of the major sticking points in the early "Speed Seduction®" stuff and show you how to quickly and easily correct them so you find this stuff flows effortlessly and smoothly in every situation and circumstance.

1.Fixing Problems with "Have You Ever"...

One of the basic Speed Seduction® Principles is...

..... Every Decision And Every Behavior (Like Slurping Your Weenie) That You Want From A Woman Is STATE Dependent!!

That's pretty easy to understand, isn't it? If a kid want something from a parent, like a toy or a trip to Disneyland, the kid, observes closely and...

Waits Til The Parent's In A Good Mood To Pounce!

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Ok. So nothing mystical about "have you ever".

It's just designed to induce the state or mood you want, like fascination, incredible connection, etc.

Now, the way it's supposed to work is, when you use "have you ever felt an incredible connection", for example, is that the poor little female in question has to stop, go inside her own imagination, and begin to remember a time when she DID feel just that.

But hey, just because that's what it is designed to do, doesn't mean that is what always happens.

Most students, eventually run into these three problems when they use "have you ever":

1. The girl just starts blabbing on, talking up a storm, not letting you get a word in edge wise, but shows NO sign of going into the state.
2. She answers by saying, "No...I haven't!". In other words she HASN'T had the experience or state you are describing.
3. She just sits there and listens, but you don't get the "doggie-dinner bowl" look. There just seems to be no response.

Let's deal with the first problem first: some girls LOVE to talk. Now, that's not necessarily a problem, provided you know how to listen and can direct the conversation back to the topic at hand or direct her to telling you what you need to know about her to seduce her.

The most important thing to understand about ANY of these problem situation is: RELAX. We've come up with great ways to handle these "bugs" in the program. Just make sure you don't press an approach that isn't working....just redirect her in to something else. No need to hurry or push...in fact, my number one rule is:

I Never Hurry Or Push Until I No Longer Need To!

In other words, done right, you won't have to hurry or push or do anything else, cause she jumps on YOU!

The best solution to the "blabbermouth" problem, is to use "have you ever" to bring up the topic, and then...

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Immediately Switch To Talking About SOMEONE ELSE'S Experience!

Now, look: this is an incredibly powerful switch, and one of the main differences with the updated Speed Seduction®. By talking about someone else (your fictional "friend" Colleen or Kim, let's say), even the biggest motor mouth usually shuts up, because it's considered rude to talk about yourself when someone is talking to you about a third party. You can then proceed to "program" her with all sorts of embedded commands using your "friend's" experience as the delivery vehicle.

As to the second situation, where she says, "No...I haven't"...all you have to do is AGREE with her. Say something to the effect that YOU haven't either, but you've got this friend, Kim, see who.....

Get where this is going? You can INSTALL an experience she hasn't had by describing someone else's.

Now, in the third case...where she just SITS there and doesn't seem to respond. It could be any one of a number of things.

Maybe she's just a SLOW processor. She has to take her time to go inside and follow along. You'll find this taking place now and again, so give her time to cooperate with you.

Maybe she's just shut down inside, and is afraid of experiencing ANY kind of intense, powerful feelings. (May as well find out right away, when it costs you nothing, instead of after a dozen dates and \$1000 in the hole, right?).

Maybe she just thinks you're an asshole. (Just testing to see if you are awake.)

If slowing down doesn't work, take a good look at her eyes. Does she appear drunk or stoned? If so...forget about this stuff working. Wait till she sobers up.

There is, of course, another possibility, which is that she is just a highly visual woman, who needs to make big, bright pictures in her mind before she feels things. What I would suggest here is that you do the first few steps of the "Blammo" pattern to get her attention (without going on to the sexual stuff) and then move on to talking about connections and feelings and such.

2. Dealing With "Reluctant" Women

When you do Speed Seduction®, you'll occasionally run into what I call "reluctant" women. These are women who either won't easily or freely give you information about themselves or aren't comfortable with feeling strong emotions.

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Dealing with the second problem first, these women are what I call "information hoarders". They are like mistrustful poker players, who hold their cards close to their amply filled vests, lest anyone sneak a peak at the hand they are going to play.

If you've ever tried asking a woman about her values in a Relationship and gotten mostly silence, then you've got an info-hoarder on your hands. THESE WOMEN WILL NOT GIVE OUT ANY VALUABLE INFORMATION ABOUT THEMSELVES UNLESS THEY ALREADY FEEL SOME KIND OF CONNECTION WITH YOU!

This can be an especial problem if you're initially starting out, attempting to create the connection by gathering this info. No connection...no info.

The second category of women just doesn't feel comfortable with strong emotions. Sometimes it's a control issue; sometimes a trust thing.

The solution, in either case, is to "loosen them up" or "lubricate" them by installing a mild-altered state...a state strong enough to make them suggestible, and much more open, but not so much that it will scare them off.

With that, I give you my PEAK EXPERIENCES pattern. You can use this to install altered states and test the waters in virtually any situation...

You: Can you remember the last time you had a peak experience? Like climbing a mountain...or watching a beautiful sunset...or the first time you looked at someone(point to yourself) and recognized YOU REALLY LOVE THIS PERSON (point to yourself again).

Her: Sure....

You: What was that like?

(Here you should SHUT THE FUCK UP and let her describe it....and LISTEN carefully. She'll give away LOTS of information).

You: That's really interesting. You know, I find it so neat how YOUR MINE can be going along in one direction, you know in an everyday ordinary state, and then SUDDENLY for whatever MYSTERIOUS reason, you just GO INTO A MUCH DIFFERENT STATE...a state where YOUR MINE is so in touch with the MYSTERY and the WONDER and the beauty of life (point to yourself, dumbshit!) And sometimes it's like in YOUR MINE, you just SLOW TIME DOWN, and the whole world stops, as you just LET YOURSELF GO WITH THIS(point to yourself). Can you FEEL THAT (reach out and touch anchor) is an incredible thing to experience...WITH ME..NOW, I know that for a lot of people different things can trigger that.

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Her: God...yeah...I LOVE the way you talk...it's like your inside my soul.

You: Well, thank you dumbshit...er...ah...Debbie. And you know, for a lot of people falling in love, or orgasm are peak experiences, but for me, it's music. Like, the other night I was listening to Mozart, and I don't know if you are familiar with him or not, but some of his stuff is just a series of short little musical segments...like little pecks on the cheek, and with some of his stuff those segments just GET LAID Debbie, from end to end, and keep getting repeated. But his really great stuff is composed of these long, slow, lingering movements...they're like long, slow, lingering kisses...long slow lingering caresses, and you just FEEL ALL OF THAT ALL OVER YOUR BODY when you LISTEN...TO ME...NOW...it's an incredible thing...you know.

Ok...now then, this induces a pretty damn loosened up, altered state and you've already dropped in a few good sexual metaphors too. What's CRITICAL is you speak slowly, and make sure you anchor when you are getting the responses.

Also...make sure your gestures match what you are talking about. Don't make short, choppy gestures if you are talking about long, slow, lingering, movements or you'll be dating your hand!

Where could you go from here? Well, pretty much anywhere. You could transition to gathering info about her values by saying something like, "So...if you could just imagine your ideal, peak relationship...what are some of the things that would be important to you to be there?".

You could move on to the blow job pattern or incredible connection or whatever. The point is...you've greased the tracks so now the car's gonna race over it a lot more smoothly!

Special Paranoia Corner: Is The U.S. Military Using Speed Seduction® To DUPE Unsuspecting Women Into Joining the Marines????????????

Recently, while rummaging through my female roommate's desk, I came upon a recruitment pamphlet for the USMC, aimed at women. Here are selected parts:

"Where is that girl that lived in your mind?"

Whoa...here's a good attempt to induce both:

1. Age regression(note the past tense: LIVED)
2. Set up a hypnotic disassociation/split personality

"Quite often, you wanted to be more like her"

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More dissociative languaging!

"She was ponytails to your barrettes

An a-minus to your b-plus

When you threw like a girl

She threw harder"

By describing common experiences of excelling or wanting to excel, this language re-induces the desire (gee...is this starting to sound a little familiar, kids)to excel again....

"She went by your name and followed you everywhere!"

Whoa! More hypnotic dissociative languaging! And they aren't even trying to be subtle.

Now dig this:

"Once upon a time, there was this girl. She had an attitude. And a spirit nobody could tame. She was tough and attacked each new day without fear. (emphasis added by me:) SHE WENT BY YOUR NAME AND SPOKE WITH A VOICE ONLY YOU COULD HEAR. SHE LIVED IN YOUR MIND."

Geez, Murphy! And I thought I was the master hypnotic languager!

Then, in HUGE letters, the pamphlet says:

FIND HER!

I can just see you students using a variation of this on a jaded, bitter woman who has been hurt, thinks all men are assholes, etc:

"Where is the girl that lived in your mind? Remember the little one; the one that believed in love? Maybe she dreamed of that ideal man she'd one day give her heart to, and she knew at that moment she dreamt of him, she had already fallen in love. And each day, each moment of her lived, she carried that love with her in her heart, waiting for the day when it could be released; released and given to the one who was worthy.(Point to yourself).

What would it be like to realize that after all the sorrow and tears...that person had come along?(point to yourself) If you were to LOOK for that girl within your

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heart and mind...and LISTEN to the message...she is sending you...NOW...how do you feel?"

So...am I being paranoid here. Or am I just paying attention?

I think it just illustrates my point that if you aren't aware of these processes they are going to be used AGAINST you by those who DO know about them. So wise up and GET STUDYING!

The Mail Bag

From: R_John_H
Subject: Excellent Seminar!

I have been using the technology with fantastic results. For the most part they don't notice what is happening and I am quite amazed by how much they enjoy letting it happen to them.

I slept with a 21 year old fox last Friday that was all over me at a bar that evening saying how much she loved my voice and how much she felt so connected to me. We met for coffee once the week before and I invited her to go for a short hike. Sitting under the sun after gathering information regarding her values and anchoring them (to her left shoulder) I launch into:

When you think about the perfect love (pointing to me). Someone who would allow you to FALL DEEPLY IN LOVE, ALISON. NOW WITH ME I think you would start to FEEL AN INCREDIBLE CONNECTION and SENSE THAT TOTAL value, value value (fire off anchor). And when THAT'S HAPPENING WITH ME I find that you quickly discover that all those inhibitions and restraints that may have seemed like chains (point away) with someone else. Are now with this new person (pointing to me), thin, fine delicate threads that just snap (snap

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your fingers) with the touch of a hand (fire off anchor) such that you begin to open yourself up completely and allow someone new to come deep inside releasing all those feelings in a flood to the point where you come to the same conclusion over and over again that this person is someone you can imagine years into the future still feeling that incredible sense of connection and realizing today IS the inevitable start of it wasn't it.

However you would just do that you would begin to feel magically enchanted and so deeply in love you would let yourself go completely. Wouldn't it be great to experience that and let it happen?

Dear John,

Wow! What a colossal mind-fuck! Good job, buddy. I like the use of the sexual metaphors ("open yourself" "come deep inside") as well as the commands "experience that" "let it happen". Nice work. John, by the way, attended the New Jersey Advanced Speed Seduction® Seminar. He's banging 21 year old foxes...who and what are YOU doing, dear reader?

Peace and piece,



Ross Jeffries
Founder, Speed Seduction®

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Seduction and the Power of Setting Frames!

(Written on January 3)



First, let me get it out of the way: Happy New Year!
In other words....

...Thank Jehovah the f#\$*ing "holidays" are over!
Honest to friggin shit I HATE THE THRICE-DAMNED "holidays".

Just saying the word makes me gag. "Holidays" from WHAT? From enjoying an otherwise happy, fulfilled life? From being productive and getting things done? Personally, whoever came up with the idea should be beaten until their raw nerve endings are exposed, smeared with honey, and made to sit in a colony of stinger ants, with their lips stitched

shut so the screams of agony die in their mouths. If most folks didn't lead such miserable, unhappy lives, working at jobs they hate, they wouldn't get so incredibly insane at the opportunity to get paid to take three or four days off. Jeez!

Now that I've gingerly expressed my opinion, let me use it to illustrate this issue's lesson: the "frame" or overall meaning you give to something determines how you respond to it and what responses you get.

For example, to some mentally deranged folks, the "holidays" are actually ENJOYABLE. To them it means an "opportunity" to "celebrate", along with notions of "giving", "sharing, etc.

To me, it means, "PUNISHMENT"...."deprivation!". That's right...my friends leave town...HB's I'm used to doing weird and wonderful perverted things to are out of the state or even the country.....

...Spending Time With People Other Than Me!

And you just go ahead and try to get any work done or hire anyone to do any work you need to have done. Forget it!

In a similar vein, many guys don't set a very useful "frame" around picking-up women, seducing them, enjoying them, etc.

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Just as an example, I was talking to a student who said, "Ross....I still have this fear of getting shot down with women!"

Now, this really made my ears perk-up. I mean look at the "frame" this guy was setting around meeting women. Or rather, LISTEN to his personal metaphor

He was using the language of fighter/bomber pilots. Hey...if ****I**** used a metaphor like that to structure things in my mind, I'd be pretty nervous too. Who wants to be in a flaming wreck, speeding toward the ground at 32 feet per second, per second, to die in a massive fireball?

So, being the masterful metaphortician (I just made the word up, ok? Below me!) that I am, I said,

"Hey...instead of thinking of it as you being a plane who is either going to be shot down or given permission to fly freely, what if you just viewed it as giving her an opportunity to show you what kind of woman she is?"

Now, as soon as I said that, he underwent a MAJOR shift in his physiology. I could almost see him letting go of all those thoughts and representations that had been holding him back. Because the FRAME he had set for himself and all the attendant ideas (crash and burning, getting shot down, going down in flames etc) really didn't serve to put him in the right frame of mind.

What makes this kind of framing even more powerful is, most folks aren't even aware they are doing it and the EFFECTS it has. It operates largely outside of conscious awareness and therefore is PROFOUNDLY hypnotic. It also tends to act as a "canopy of consciousness" that extends and covers and controls and sets ALL the subsequent thoughts around the subject.

Of course, there are about as many useless/damaging frames to put around seducing women as you could count. I've heard TONS of guys talk about it like it was a war, as in, "I've got to establish a beachhead with her." Or "it's time for one last kamikaze charge".

Then there's the "they're all cunts I'm gonna get 'em before they get me" frame. Not likely to make you a happy camper. But by far the most damaging, pervasive, and to use an odd adjective, ensorcelling frame is...

...The Supplication Frame!

Now, in case you didn't know, to "supplicate" means to beg, plea, make earnest entreaties. Just as an example, in the medieval days, if you had a grievance against your neighbor, you'd go to the feudal lord and entreat him to intervene on

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your behalf. You'd beg, whine, kneel, plea...whatever you needed to get your point across and get your wish granted.

In other words, just like the role men are forced to play in the "courtship" or "dating game". As the pursuers, WE get to be the supplicant. SHE gets to be the supplicatee. And believe me, it's a lot more fun to GET supped than to give supp. Understand whassup?

(Please...if you are a woman reading this and feel the need to "correct" me by telling me how YOU are different from your sisters...don't bother. I already know there are exceptions; exceptions PROVE the rule, they don't invalidate it.)

But, what if you could reverse all this? What if you could set a DIFFERENT frame...one that puts YOU in the position of power choice and control? Wouldn't that be just absolutely too good to be believed?

Well, believe it. Cuz, you're ever-lovin' Guru is gonna show ya how!

A Belief About Women That Makes This Frame Really Work

Frames, of course, are based on beliefs. And if there is one belief I've come to really accept is true, it is this:

*******VERY few women really know what they want, and even when they do, it very rarely serves them*******

You see, the trap with what a woman perceives she already wants...already expects...already perceives herself as "ready for" is this:

By definition, it only partakes of what she already knows. And where, may I ask, in that, is the room for the truly magical? The truly miraculous? The truly wonderful and surprising aspects of life that make her gasp in awe and feel like a child once again. discovering the world anew?

Man. I am just TOO poetic. (Is there some pattern language in the above paragraph? Nahhh...)

Anyway, as far as I can tell, the TRUE wonder for a woman does NOT come when she hooks up with a man who is her "type". A man who society or her folks or her friends would approve of, or who she is used to, her who is typical for her to be attracted to. The true wonder is when she is carried beyond all that by a man who touches her in so many mysterious ways that she never even imagined she COULD be touched and she experiences TRUE passion...which is not temporarily being turned on in the moment...it's not even when she finds she

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gives all that she has...but when she is touched SO profoundly that she discovers things within her that she didn't even know were there.

(If you're a woman getting horny reading this, and are athletic, active, adventurous and between 21-35, send your jpeg, gif and brief note to: ross@seduction.com)

Warning: I'm not for everyone; if you're not ready for and willing to share some really great explorations and adventures, don't even bother emailing me no matter how great you might look like!)

Well, anyway...to put a woman into this mindset, you must structure your communication from start to finish to do at least two of the three following things. When/if you do at least two of these three, you can just about double-damn guarantee that not only will she surrender to you physically, but she will open herself at wonderful levels and depths she never knew she had (and if she doesn't yet have them, you can easily assist in her CREATING them in a way that delights and pleases BOTH OF YOU!)

So, the rule is: NEVER ASK A WOMAN FOR ANYTHING (a date, a phone number, to suck you off).

Instead:

1. Structure opportunities
2. Offer challenges
3. Elicit/evoke processes

Let's take the first two points to examine. By structure opportunities, I mean specifically offer something SHE can intuit, perceive, or think of a benefit to HER. This is most important when you are first meeting a woman and she's in a hurry and hasn't yet seen what a charming and wonderful fellow you truly can be.

Unless you offer her something of benefit to remain and talk...why would she?

As an example, very often, when I first meet a woman, especially in a public setting where I am the one to make the initial walk-up, after introducing myself I'll say something along the lines of:

"Look, I don't have a lot of time here (sets me up as a challenge...more on this when we discuss #2). But if you'll sit with me for a couple of minutes, I'll analyze your handwriting. You'll get to learn things about yourself your best friends don't know (opportunity), and I'll get to find out if you're the kind of person I want to

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know better. (Challenge...I'm really saying, "Hey...I know you're physically cute...do you measure up in OTHER ways or are you just another pretty face?)

Notice here that the opportunity is communicated directly, but it is what is implied and unspoken that communicates the challenge. I didn't come right out and explicitly SAY that SHE is the one being put to the test, but the message comes through nonetheless. This appeals powerfully to a woman's need to be challenged; and the brighter and more attractive, the MORE keenly this is missed and the more the need is felt.

You can start structuring the opportunity frame even earlier on by doing something as small and as simply as how you use pauses.

Just the other week, for example, I was in the Marina and spotted a MAJOR hot babe with her less than attractive girlfriend. I approached them and said, "Excuse me for interrupting...and please excuse me for putting YOU on the spot in front of your friend. But I HAD to pay you a compliment." Then I shut the hell up.

After two seconds of silent waiting, they both said, "What? WHAT IS IT?" I then told her what I thought was so unique about her...but the point here is that instead of just spurting it out (ha ha), I made her WAIT and then ASK to hear it.

Now, you can use this opportunity/challenge mode VERY effectively when playing the phonetag/ answering machine/voice-mail game. In fact, this works SO damn well, I actually hope and do my best to plan on their NOT being home, the first time I call. (I know....I know...this directly contradicts what I wrote in my original book, back in 1989. Hey...my ideas have changed(as has the world) in the last 20 years!)

So here's how it works. First thing is to give her a call when you can best calculate she will NOT be home. That's right...NOT be home. This is an important part of the set up; to leave an "average Joe" kinda message that will NOT get a response. When you get her machine, leave a message like, "Hey...this is Bob...I met you at the Starbucks. Call me back at 555-5512."

The sad thing, of course, is how this message, straightforward as it is, almost NEVER gets a response. It almost always will get ignored...which is what you want!

The killer piece comes about a week later when you leave your NEXT message. This will almost always work; it's worked 90% of the time for me, and of those times, about 80% of the women called back within 24hrs, some as soon as within the hour!

Here's the message you leave, the second time:

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"Hey Debbie...this is Bob...I thought I'd give it one last shot at getting a chance to talk. I've learned one lesson, living in (insert your city or part of the country...since I live in L.A., I say L.A!) L.A. my whole life, and that's that beauty is common...but people with a great attitude...a great energy...a great outlook on life are rare...and they're worth working to get to know. And I think that's an understanding that goes BOTH ways. So if you can find your own reasons to call me, my number is 555-5512."

Now, let's take a few minutes to analyze the brilliance of this message.

"Hey Debbie...this is Bob"...ok, this is straightforward enough. Nothing tricky here, but that's ok. The REST of the message more than makes up for it in trickeration!

"I thought I'd give it one last shot at getting a chance to talk".....Oh oh....here you set yourself up as an opportunity she is about to miss out on. In a very nice way, you are saying, "Hey...I'm busy...I don't have time for this...I'm about to go bye bye and you are about to miss out, honey!"

"I've learned one lesson living in L.A. my whole life..." Hmmm. WHAT lesson? This could be interesting...generates curiosity and make listening to the message ITSELF an opportunity for her, instead of just another of a hundred tasks waiting to burn her time!

"Beauty is common..." Ha! This is a TRUISM; one of those slogans that no one can argue with. It is also VAGUE. You will notice I did NOT suggest you say "Beautiful women are common", although, in LA, that is also true enough!

By being vague...saying "beauty" is common, instead of beautiful women, she has to go inside and try to find the meaning for herself, and therefore the idea that her beauty is NO big deal slips right in. And, by the way, deep down she probably agrees that her beauty IS not a big deal!

"But people with a great energy...a great attitude...a great outlook on life are rare ." Hmmm...WHICH people? WHAT people? Am I talking about HER? Am I talking about ME? Again, this is so vague, she has to go inside and do a search, unconsciously, for all the possible meanings. Plus it is also another truism; if you live in a big city, you KNOW that it is true. Maybe the next sentence, in any event, will help us to understand who we are supposed to be applying this to!

"And they're worth working to get to know."...Translation: you better put some effort into me or you are going to lose out!

"I think that's an understanding that works both ways!" MORE vague language. WHICH is the understanding? That such people are rare? That they are worth

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working to get to know? Am I saying that I believe that ****I**** am such a person and the only way for her to prove that SHE is, is to call me back?

Geez, I made this up, and even **I**** can't tell for sure.**

But the bottom line implication is, that YOU are certainly a fine person, worth working to get to know, and is she just another beautiful person with ZERO substance, or is she one of those rare folks who is worth getting to work to know as well? If so, the only way for her to prove it is to call you right back!

"So, if you can FIND YOUR OWN REASONS TO CALL ME, my number is..."
Ha...notice the embedded command: FIND YOUR OWN REASONS TO CALL ME!

Now, I really love that one. It implies that when she calls, it is NOT because she just got SERIOUSLY mindfucked; it's because SHE wanted to for HER own reasons that make such good sense to her!

Is this fair? YOU BET! In fact, it is NECESSARY to set the right frame. So instead of the frame being,

"Oh, here's another lame guy trying to beg me to do him a favor, take a piece of MY valuable time, just to call him back" the dynamic is, "Oh oh...if I don't call this guy back I'm gonna lose out on something terrific AND it will mean I'm just another vacant, dumb, beautiful bimbo instead of the really kewl person I have to prove to him that I am!"

The ultimate in psychological ju-jitsu, dear reader.

Let's look at the last piece of the formula: Elicit and evoke process.

This principle relies on the knowledge that, for the most part, folks already know how to do what we want them to, but they may not necessarily KNOW that they know. So asking directly for what we want might often just not work. And again, asking makes US the supplicant and puts THEM in a position of power.

So, let's say you have been talking with a suitable young lady, and she appears quite interested. It's time to close the deal. I seldom EVER anymore just say, "Why don't you give me your number, and we'll see about hooking up?"

Instead, I'll say, "So, what steps would we have to take, to make sure we can continue this another time?"

Notice, by asking this simple question, I am now eliciting HER process. Why make it about a phone number when perhaps her process would be to invite me

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back to her apartment then and there for the blow job of the millennium? Why short-circuit the process?

In the event she DOES offer the number, it has MUCH more meaning; it is being offered as part of carrying forward HER process of getting to talk to me again.

You could spice it up a bit, of course. If, for example, you are talking to a busy waitress or bartender, you could say, "It's too bad we'll probably never get a chance to talk without these time pressures or interruptions, but if we recognize WE BOTH REALLY WANT TO...what steps would we have to take to make sure that happens?"

The Mail Bag

From: "ANDREW XXXXXX"

Dear Ross,

Your stuff of course is friggin brilliant; I'm intrigued with every aspect of it. I'm stuck on just one part though, the initial breaking of the state. I've found that once I can create that initial wedge in, the door is then open and it's just a matter of digging around with the proper tools until I've penetrated her consciousness.

The other day I took a friend who was in a crabby defensive mood, and created a new hole dimension for her as I elicited her values and then found myself riffing like a madman about incredible opportunities and doorways that sometimes can miraculously open up before a person. I've noticed that talking to someone after that first door has been opened is relatively easy and natural (actually you show how to do it in exquisite detail).

But I'm wishing you would create some products that could show different

kinds of icebreakers in different situations, with specific language. The three you have now, the absolutely stunning, intuition, and using humor approaches are great (actually I can't summon the google to tell a woman she's absolutely stunning yet), but I need more.

Dear Andrew,

Thank you for the kind words. One of the things I like to do to break the ice is to get myself into a state of heightened, yet relaxed alertness, and see if I can notice something about the way the woman moves, carries herself, or, for lack of a better word, her "personal energy". This allows me to comment on something that is more unique and less typical than telling her she is stunning.

One of my favorite things about a woman is how she moves; a woman with a great sense of balance and movement is VERY attractive to me. So I will often say, "Excuse me...forgive the interruption...but I had to pay you a compliment."

Then I will pause. When she asks, "What?" I'll reply,

"You carry yourself with discipline and elegance...it's a very rare and attractive combination. My name is Ross...."

This compliment ALWAYS takes their breath away. In effect, you are saying, "Damn...you are both strong AND feminine. How totally wonderful and unique and special too!"

As for your summoning the "google" to tell a woman she is absolutely stunning; I think you are viewing it the wrong way. IF you put the frame around it as approaching and supplicating a goddess, I don't blame you. The whole point is to MAKE IT MATTER OF FACT. DELIVER IT MATTER OF FACT.

Try this: practice going up to women, and in a totally matter of fact voice, just say, "Excuse me...I just wanted to tell you.... your shoe's untied." Or, "Excuse me...you're about to lose your heel on that shoe."

*Then walk away. Practice stating things to women **TOTALLY** matter of fact. When you tell a stunner, **COMPLETELY** calmly and matter of factly that she is a stunner, then it puts them on hold. The unspoken message you are saying is, "Hey...I'm **USED** to stunners and I'm used to stunners treating me well. Are **YOU** up to the caliber of the girl's I'm used to, or just another pretty face?"*

Try it and let yourself see!

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is written in a cursive, flowing style with a horizontal line extending from the end.

Ross Jeffries
Founder, Speed Seduction®

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Advanced Techniques To Combat The Female Interruption Mechanism!

One of the most common events that crop up when students first get going with Speed Seduction® is something I once labeled F.I.M. or Female Interruption Mechanism.

We'll all of us, as men, experienced the various manifestations of this nasty little mind-virus from time to time.

Has a scenario like this one ever happened to you, and left you scratching your ass and pounding your head against the wall, trying to figure out what happened?

Scenario: You're at a party or a bar. You meet a very hot looking woman, who seems open, even eager to get to know you. You're running patterns on her, and she's feeling that "incredible connection". By the end of the evening (or even a few short hours of talking) the two of you are going at it, making out like crazed teenagers, playing tonsil-hockey and dry-humping like you've just discovered friction. She eagerly gives, even volunteers her number to you, asking when you will call her.



Your blue-balls barely allow you to squeak out the answer, "Really soon....I promise."

Seems like a good thing, right?

I think you may know where I'm going with all this.

You wait a day or two, and when you call her either:

1. **You can't get a hold of her.** You leave a message or messages and she NEVER calls you back.
2. **You do get a hold of her, but she tells you, "I'm just walking out the door"** or "I'm on the other line" and she asks if she can "call you back". Of course, you NEVER hear from her.

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3. **You do get a hold of her, you make a plan to see each other again, but, at the last minute, she calls and cancels with a lame excuse** like, "I'm tired" or "I've got to take my friend to the airport" or whatever latest b.s. excuse she's pulled from the U.F.E.A.(Universal Female Excuse Archive).

Beat me with a stick and tell me it don't ever happen.

Now, many students have written to me expressing concern about this kind of thing. Now that they are finally off the bench and in the field, they are finding these kinds of problems cropping up and what is most confusing is....

These Are Some Of The Very Same Responses They Got From Women Back When They Were NOT Attractive And Couldn't Get Anywhere With The Ladies!

Women do cancel on, flake, evade and avoid men they plain just don't like. So now that you are getting all these great responses, what the heck is going on?

Understanding "The Black Box"...What's Going On In Her Head?

It's an interesting aspect of human progress and technology that as you begin to get better at something, success will sometimes seem further away than before.

Why is this? Because you now find yourself encountering situations you couldn't previously even get near to. So now, there are more unfamiliar things to cope with, handle and get good at.

If, prior to Speed Seduction®, you couldn't get laid in a woman's prison with a fistful of pardons, now you will find yourself meeting and attracting a lot more women and running into previously un-encountered situations. And, as I said, the confusing, even fear-inducing part is these are some of the same responses women generate when they are just plain NOT interested in a guy!

With all this apparently confusing shit in mind, let's look at what the causes and solutions are to the problems we've been discussing.

1. Many women have some serious "ruins" on the subject of men. They are so fucked-up with so much baggage and fear, they talk themselves out of things.

In this kind of circumstance or situation, what happens is that she has a great initial encounter with you. She really does enjoy it, at the time, and she's so caught up in the good feelings, that all the normal bad memories/bad feeling loops are shut off.

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But just as soon as she's out of your sight, all the old "garbage" kicks in. And anything can trigger it. She goes home, leafs through her scrap-book, and sees that pic of her ex-boyfriend, the smack-shooting, drug-dealing, Republican biker who beat her silly and kicked her dog out the window.

Or perhaps it could something less severe; maybe it is just a recent break-up. The bottom line is, you just don't know.

2. Many women have existing relationships that don't make them happy and they ARE open or at least curious about other things out there. As you get better at attracting, your net that you cast effectively widens, and so you'll get some confused fish. The same behaviors will manifest(canceling at the last minute, flaking, calls not being returned) Again, the best thing is to stay calm and point out they are missing out.

The issue is: did you get good, strong, trance responses, doggie-dinnerbowl looks, etc. on the initial meeting or was she simply completely unresponsive and unimpressed?

3. Many women have lives of great financial and other turmoil and once a year we have the thrice-damned "HOLIDAYS" that fuck up everyone's ability to make plans!

Scenario/Response

If she doesn't show or flakes/cancels, (or just plain doesn't return my calls) here is the message I leave on her voice-mail or machine. And I wish to emphasize I leave this message matter of factly and in a totally calm fashion. No anger, no neediness, just as if I was telling her that her shoe is untied. Staying calm is a huge advantage, indeed, a necessity when dealing with the opposite sex:

"Hey, it's Ross...it's 3pm and you were supposed to meet me at the Starbucks at 2pm and I have to say I'm quite puzzled. You didn't STRIKE me)as the kind of person who would deliberately interrupt her own opportunitiesespecially when the first tastes felt so good...so I'm just wondering what happened in your environment to force you to keep missing out. My number is: XXXXXXXX)

Now, let's take a long, careful look at this message and why it works.

First of all, I am avoiding the frame of being a supplicant or beggar. I'm not making it about me wanting something SHE has and now I'm all disappointed, angry, confused and upset that I am missing out on the gift SHE has to give.

Everything in this message sets up another frame. And that is the frame that....

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...She Is The One Who Is Missing Out And Losing By Not Keeping Her Commitment/Appointment With Me!

Setting the right frame for your communication and interaction with women is crucial! Consider a frame to be like a mental train-track that sets the direction of all of the thoughts and responses that will take place.

If you start going down the track that she is the one with the great gift YOU must pursue, guess who has the control and power, no matter what patterns you cleverly attempt to run?

No, you want to set the frame that YOU are the opportunity and if she doesn't act rightly, she will be the one to lose out!

(Frame-control and setting is very tough, because we as men have been so conditioned to be the supplicants, pursuers and beggars when it comes to women. And if you have a life of previously fucking things up with women, these little glitches can send you spinning into confusion and fear that you are never going to get mastery of this important area of life. So, stay calm and pay attention!)

Now, let's look at the message piece by piece:

1. "It's Ross; it's 3pm and you were supposed to meet me at the Starbucks at 2pm"-Ok, this is simply reminding them of the commitment that was made.
2. "I have to say I'm puzzled. You didn't strike me as the kind of person"- Ok, here I put the emphasis on "strike me". Why? Because it implies something else that is NOT stated, "I guess, after all, maybe you ARE that kind of person." In other words, I'm saying, "Hey...maybe you're a real loser, can you prove to me you are not"?
3. "...as the kind of person who would deliberately interrupt her own opportunities"-Ok, notice the language "the kind of person". Here I'm not just challenging her bad behavior, but implying it is about her as a person, which makes it much worse for her as a consequence. And notice I am saying she is "interrupting" her own "opportunities".

"Opportunities" is very vague, so she has to do an internal search to find out how it uniquely fits for her. Also, "opportunities" is an emotionally loaded word that is charged with meaning in our culture; this is the land of "opportunities", "don't let your opportunities pass you by" etc. Just ask anyone the difference between "options" and "opportunities" and listen to what they say! So, it IMPLIES she is losing out, big time, WITHOUT ACTUALLY SAYING IT and by tying it in to who

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she is as a person, is implying that if she keeps acting this way, in the future she will CONTINUE TO MISS OUT!

4. "I'm wondering what happened in your environment to force you to keep missing out"....By switching gears and making it about something in her environment, we are now giving her an "out"; a way to say, "Whew....if I act now, I can blame it on something other than me and STILL get to be with him and not BE A LOSER who misses out in life!". By giving her this "out" she gets to avoid being defensive or sticking with labeling herself as a loser; she can now come back at us fully charged and ready to go for it with us.

In a nutshell, what we are doing here is resetting the frame by being vague, using implication, pointing out loss and challenging her self-image. We've in no way been nasty or rude, so we've left the door wide open. Consider:

- If she really couldn't make it, due to some nasty and unplanned emergency or something else beyond her control, we aren't being mean or nasty and so we keep our option open to see and enjoy her all the while putting the responsibility on her to prove herself to us.
- If she backed away or cancelled because she is already with a guy or has talked herself out of it due to pain of a previous relationship or because we made her feel so good, she now has safety and control issues, we've subtly challenged her self image and pointed out to her that she could very well be losing and missing out!

It bears repeating: notice too that at NO time are we getting angry, accusing, blaming, or acting desperate, needy or even halfway or mildly rude. Just calmly, casually, implying things and giving her an opportunity to step into something wonderful she know on some level she wants, desires and needs to enjoy!

Now, there are variations on this basic message; sometimes you will get through to them personally and deliver it directly rather than through a machine. But the basic principles of staying calm, using implication and vagueness, challenging her self-image and perceptions of herself(the kind of person who lets opportunities get away from her) and setting the frame that you are the prize to be offered and won; these are what truly counts no matter what the variations!

Variations On The Theme; Other Responses To Other Challenges!

The "boyfriend" objection can come up at different times. It may be hauled out just as you are meeting her/closing her for the number of it may start when you start getting physical with her.

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If she tells me she has a boyfriend when we first meet, either directly in the form of an objection, or he just gets brought up in conversation, I treat it casually, just like this,

"Oh...well, I ASSUMED someone as attractive as you are would be with SOMEONE. I just sometimes encourage people to ask: is he filling a role? Or is he fulfilling needs that come from deep inside who you are? And deep inside the person you are longing to be? Because if it's the second...well...wow...I can only say, congratulations...this is great. Hang on to this. But if it's the first....maybe we have something to talk about".

Now, this is loaded with so much good stuff, I won't attempt to go into it in detail. But basically, it's getting her to go inside and compare her current relationship to what her ideal would be, and 90% of the time the current relationship WILL come up lacking. And, it reframes it away from HER being the one who has something you want, to you being someone and something SHE might be missing out on!

Other Major Challenges/Hurdles You Will Encounter As You Continue To Get Good With Speed Seduction®

The Safety/Control Challenge

As guys, we are usually so eager to get our wicks dipped, we don't understand that women often have safety/control issues when it comes to sex. Here are some typical things you will hear and some good responses:

Her: "Wait, wait...I can't do this. I have a boyfriend!"

You: "Oh...I'm sorry. I wasn't aware you were already enjoying this level of experience with him". (Credit to Brother Bishop for this response!) Then get up, walk away, start getting dressed.

Her: "Wait...wait...this is going too fast!"

You: " I don't think it's really about the velocity that are hands and limbs are moving, is it? It's really about how safe and comfortable you really want to feel...right NOW...isn't it? Because what really matters isn't SPEED...what matters is what feels good...and feel right...for all your own reasons...right here.....(touch pussy)...right now...don't you??

Her: "Wait....Wait...what is it that you want?"

You : "What is that you want...to stop denying yourself...because of fears from the past...that have kept you back and held you down for so so long.....so long to all of that...as you just let go...and feel good.....and deserving...and right...inside...right here.....right in this moment...right now!"

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The Confusion/This Shouldn't Be Happening Challenge

Here's an interesting paradox to ponder; the more you stand outside of what a woman is normally used to being attracted to, the more impact you will have, because you are so different from what has come for her before. But it is this self-same difference that will also make you unfamiliar to her, and therefore confusing, even scary!

Often, you'll hear something like, "Look; you're just not my type" or "I like you but I am NOT going to sleep with you(until I figure out why I'm so damned attracted to you!)"

Here is a good, general-purpose response that avoids arguing or begging.

"Hey, if you want to prejudge your own opportunities based on the ways you're USE to responding with men, maybe I'm not the one missing out here...so, anyway....what did you think of the WWF last night on Channel 13?"

Again, while the wording is somewhat different, notice again the phrasing about "missing opportunities". It's powerful to recognize that humans are usually more motivated from fear of loss than moving towards what they realize they want; so subtly use this fact in overcoming these many forms of resistances as you enjoy your growing Speed Seduction® success! Take care to always set or re-set the frame to keep you out of supplication and firmly in control of who is seeking whom!

And now, just as I am finishing writing this, here comes some confirmation from a satisfied customer/student...read on as we go to...

The Mail Bag

From: Russ <xxxx @xxxxxx.net>
Subject: [SS] Speed Seduction® usage
report(thanks Ross!)

Dear Ross and Speed Seduction®
Brothers,

Speed Seduction® is really starting to
set in for me.

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Sunday afternoon I get a call from Jessica. We met online & setup Sunday as the day we'd meet (She gets home from XMas Vacation Sunday). As she was not sure what time she'd get in/unpacked we did not setup a fixed time.

She called around 5:30 to let me know she wouldn't be able to make it. I recently had a conversation with Ross(thanks!) and was able to apply some of what he said immediately. Responded to her with "Really, that's too bad, I thought you were the type of person that would notice an opportunity right in front of her and grab a hold of that opportunity. I guess I may have been wrong". She was silent for several seconds and then said "Well I have all my stuff inside so my car is clean.....when would work". I came back with "How about right....NOW". She said OK and left within 10 mins LOL.

Brother Russ

Russ,

If only more students would listen to me and DO just like I told them to!

I'm proud of ya, Bro!

RJ

*From: no9 <xxxxx @xxxx.com >
Subject: [SS] Question on Conditioning Vs Training ...*

I've read Ross mentioning the importance of conditioning women, especially those that require more

patterning language to lead them where you want to go.

My current understanding is that training would be rewarding good behavior and punishing bad behavior. But conditioning also includes setting the frame in which you want a person to respond to your training...by conditioning a woman, I am both eliciting emotions\states AND setting it up where it is only natural for both of us to continue and deepen this process.

So my questions are, what exactly is 'conditioning', how does one go about it in the context of Speed Seduction®, and what is the difference between conditioning vs. training?

Dear No9,

Well, for me, I use the term "conditioning" to step AWAY from the "Speed" part of "Speed Seduction®".

Meaning, sometimes, being thorough is more important than trying to rush. And also, recognize that some otherwise very tasty and responsive women just take more time to work through their responses.

So, for me, conditioning is the process of seduction that may take place over the course of more than one sitting/meeting. Perhaps an initial meeting, then a phone call, (or email) and then a follow up meeting before you "close the deal". This means I am conditioning them to:

- 1. Be responsive to my voice. To associate my voice to feeling excited, turned on, adventurous, being in a place of "permission" where she can really have what it is she's dreamed of, looked for and beyond.**

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2. ***Be responsive to following simple instructions/suggestions/commands.***
3. ***Ratify for themselves that they ARE having a great experience and that they DO want more. (On a scale of 1-10, how good do you feel right now, Brunhilde? Do you want to experience even MORE good feelings? Just say, "More")***
4. ***Viewing me as an opportunity to experience wonderful things within the context of meeting my terms for reliability, keeping commitments, returning calls, being on time, etc. As long as they are responsive, fun, communicative and meeting these other terms, I'm not going to force my tongue down their throat or my dick up their cootchie (I never force it anyway!) and will give them 3, even 4 meetings before they "come across".***

What this helps to do is to set a context for her to frame her experience with me, when we DO get sexual, as something she's enjoyed, looked forward to, would like to have again, without all the twitchiness, demands, and other spastic stuff that often gets attached when women mate with men, and also avoid it ALWAYS getting stuck into the "one night stand" category.

Recruiting may be fun, but it takes up time and focus, and I want to structure things so she can integrate her experience, feel good about it, and want to come back as a repeat customer! Getting a girl damned hot and bothered and banging her outside of her normal time frames can be fun for you AND her, but she may then look back on it with remorse and never talk to you again.

Peace and piece,

A handwritten signature in black ink that reads "Ross Jeffries". The signature is written in a cursive, flowing style with a horizontal line at the end.

Ross Jeffries
Founder, Speed Seduction®

Ross Jeffries' All-Time Greatest Pick-Up Lines

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Spot the woman you want to meet. Walk up to her, and put a puzzled look on your face; the look you'd use if you saw someone you truly thought you recognized them but couldn't quite put your finger on it.

Then you say:

"Pardon me miss. I know this is going to sound a little funny, but I know I've seen you somewhere before, and I just can't figure out where."

So far, sounds like a standard pick-up ploy, right? Here's where you add the twist. Pause for another second and say, with a sudden look of realization:

"I know where it was. I was reading a book on angels, and they had your picture in it!"

Now, this next part is critical. When she laughs, immediately follow up with, "I'm glad you laughed, because I think you are absolutely break-taking, (small pause) and I really wanted to meet you. My name is:_____."

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Of course, this one comes from yours truly, good old Ross. I was in the Marina, and I spotted two GORGEOUS women sitting in a BMW convertible, talking to some older guy. So I strolled up to them and said,

"Excuse me. Could I use your car phone?"

To which they replied, "Are you serious?"

To which I answered, "Yeah. I gotta phone heaven and tell them I found the missing angels!"

God I'm slick, aren't I?

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This is to be used when she's with a group of women and talking to her would be difficult or awkward. Simply get a card with your name and number on it. On the other side of the card, write this messages.

"Hi. I'm writing a book on angels, and have to interview one for my final chapter. Are you available for coffee or would lunch be better?"

(Hey...do you see the presupposition/false choice we're giving her????)

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