

# Speed Seduction® Coaching Program



**“Getting Up to Speed  
with  
Speed Seduction®”**

**Lesson 2:  
Speed Seduction®  
Tools**

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

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## **Disclaimer**

The Speed Seduction® Coaching Program 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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While this transcript contains information, tips, tools, and strategies that are recommended by us and, in most cases, have succeeded when applied by others, this product and its contents carry no warranty or guarantee (either explicit or implied) that the purchaser or reader will achieve success with women, or in any other endeavor for which they may be used.

Hi. It's Ross Jeffries. Welcome once again to "Getting Up to Speed with Speed Seduction®," your multi-modular course for newbies, people who are curious, and even old-time students who just want to review.

This is Module 2 on "The Tools of Speed Seduction®." The first module was on the concepts, ideas and cognitions of Speed Seduction®.

I want to remind you that you should feel perfectly free to share this module anywhere you'd like. You can post it on your blog. You can put it on your Facebook or StumbleUpon. I don't care. Just remember to keep the content intact. Don't add or subtract anything. Keep all the links intact.

I'm excited to tell you that at the end of this presentation, I'm going to be sharing a completely free resource so you can get a lot more language patterns word for word. You can read them. I'll give you some download links where you can download the actual pattern archives.

Let's get started. I think you're going to really enjoy this.

Today I want to talk to you about language patterns. This is what makes Speed Seduction® famous. They are language constructs that capture and lead women's imagination and emotion.

Let's define it. What is a pattern? People have heard of the blow job pattern, the incredible connection pattern, the Discovery Channel pattern, and all sorts of memorized language patterns that my students and I have come up with. What do we mean by language patterns?

A language pattern is any combination of words and phrases that is calculated to and actually does capture and lead women's imagination and emotions to generate the emotional states and responses that you want.

Remember that as speed seducers, we're not overfocused, mostly focused or even first focused on the behaviors we want from women. Our theory is that instead we have to focus on the emotional states. It's from these emotional states that the behavior that we want is going to naturally flow.

These patterns are something that women enjoy. You're not doing something wrong when you do patterns with women. This is how women think. This is what they enjoy. It's part of how they process their internal emotional world. Women love this stuff.

If you don't think women respond to language differently, do some research. What do you think is the most popular, best-selling form of fiction out there? In fact, it outsells all fiction and nonfiction combined. You probably already know it's the romance novel. If you picked up a romance novel, you'd be bored out of your mind, but women love this stuff.

This is really important for you to understand. The patterns reflect how women think anyway. They're not some stuff that was beamed down from Mars or stuff I made up out of my head. This is based on my observation of how women speak, think and process their emotions in any case.

Remember this key point. I repeat, but repetition can be the mother of skill if you act on these ideas. Whatever you can get a woman to imagine for herself is going to be perceived by her as being her own thought, and therefore she will not resist it. You can think of it as being like an emotional ventriloquist. You're not throwing your voice. You're throwing your thoughts into her head.

Whatever you have to argue a woman into will be perceived as coming from outside of herself, even if it's her own best interest, so it will often be resisted.

Let's talk about memorized language patterns. What are the elements of a really good memorized language pattern, whether it's the blow job pattern, the Discovery Channel pattern, or the incredible connection pattern? There are so many of them I've lost count.

First of all, they reflect themes or topics that women love. There are five or six themes that you might get a woman talking about or that you can talk to her about, preferably both. They are the themes that are more likely to activate the fantasy circuits in her mind and body that are responsible for the states of lust, fascination, arousal and wanting to get it on right now.

Some of those themes are connection, including how we connect with ourselves and our desires. Indulgence and escape are really good ones. There are actually six of them, but I'm only going to give you those two or three for now.

The patterns include sensory-rich language. A good language pattern will describe how something looked, felt or sounded. They're very sensory rich.

They often include sexual metaphor. In a subsequent module, I'll get into sexual metaphor. You'll understand it when I get into the module. A very quick overview is that sexual metaphor is when you talk about things so it sounds like you're talking about something innocent but in fact you're talking about something sexual.

They use one or more of the four doorways into a woman's mind. They light up her neurology. In other words, when a woman is visualizing, talking to herself on the inside and feeling the flow of feelings that she feels when she really wants a guy, she's going to take the action she takes when she's lit up like that.

Finally, they're delivery vehicles for embedded commands and suggestions. We're going to get into embedded commands and suggestions in detail in a subsequent module.

Let's talk a little bit about what I mean by a delivery vehicle. For now, think of embedded commands as the small pieces that do the actual heavy lifting of leading her imagination and emotions. Think of language patterns as the Trojan horse, and inside of it are the little soldiers, which are the embedded commands and suggestions that are going to

hop out and open up the walls. If you don't know the story of the Trojan horse, Google it.

Let's look at the Discovery Channel pattern. So many of my students have used this pattern, either to seduce women on its own or as part of an overall very successful seduction. I was on a conference call today with my coaching club, and one of my students talked about how he used this on a girl and she was all over him. They made out, and she wound up saying to him, "Do you live nearby? Can we see your place? I want to see what it looks like." Of course, he then closed the deal.

The Discovery Channel pattern deals with themes of adventure, fascination, excitement and anticipation. It uses the metaphor of the rollercoaster and the ambiguity of attraction. We will go through the pattern word for word, and you will see that it talks about attraction. Does attraction mean a ride in an amusement park, or does it mean the attraction between men and women? When the guy I told you about did this pattern with that girl, she said, "Wow! That sounds like great sex."

It uses a lot of sensory-rich description. You'll see in the pattern that we're talking about the way things feel and sound. It uses quotes, one of my favorite Speed Seduction® tools, which we'll get into later. Quotes talk about a subject that you saw, read or heard about and use sexual metaphors like get off, going down, take this ride, or climb back on. You'll see this when we go through the pattern.

Here's the language. "Do you like rollercoasters? I was watching the most interesting program the other day on the Discovery Channel. They were talking about rides, attractions at amusement parks. They were asking what makes the ideal attraction."

Let's stop a minute. What's going on with the first paragraph of this pattern? I want to go through it piece by piece so you can see what's going on. Whenever you understand what a tool is designed to do, then you really understand the tool as opposed to just memorizing or reciting.

First of all, by talking about a program we saw on TV, we're using the tool called quotes. Quotes allow us to make reference to something we saw on TV, read in a magazine or heard a friend say, and that makes it safer. It's not like we're saying it directly to the woman. We're just quoting something that we saw, read or heard about. Because it isn't really us saying it, we're able to step back from it. If we get a bad response, we can say, "Wow! That's something I would never say myself."

Quotes allow us to test the other person's readiness and her responsiveness to the subject. If we see that she's confused or having a negative response, we step back from it. We say, "I would never say anything like that," or "I think that's silly," or stupid.

Quotes can be used as a sexual accelerator. I've done this before. My students have done it. At the right time, you say, "I was at the bar the other night. This guy looked at this girl and said, 'Can you imagine me eating your pussy all night long just the way you like it?' Did he really expect her to think about that, Debbie, and really want it now?" I know it sounds improbable, but I'm telling you that you can deliver that message by putting it in quotes. It's not like you're saying to her, "I want to eat your pussy, Debbie."

In this first paragraph we're also using ambiguity. As I said, does attraction mean the attraction between a man and a woman or a ride at an amusement park?

We're also using a self point. A self point is a subtle gesture that associates you with whatever you're talking about. A self point is subtle. It's not like you're calling in an air strike. You're just subtly doing this. That's how I do a self point.

Here's a gold key tip. Using two or more tools at the same time is very powerful. You'll see that we're using many things in combination. We're using ambiguity, quotes, sensory-rich language and sexual metaphor. We're using all of these things working together in just a few sentences.

Let's go on with some more of this language. "He said there are three elements to a fantastic attraction. First, there's that feeling of anticipation. You know that first long,

vertical climb up the track? You can feel the anticipation growing. You feel your heart beating faster and the excitement building. You feel the blood rushing to your muscles. Your breathing starts to come faster and faster. You feel it building and then you feel that rush of excitement going down.”

What are we using here? We’re using the doorway of body feelings. There are four doorways into a woman’s mind and emotions. Let’s make a little sidetrack here.

First there are strong body feelings of emotional connection. Body feelings could be a rush of warmth in her chest or a tingling in her vagina. Feelings of emotional connection are similar but they’re more like, “I just feel so connected.” If you ask a woman who is really in love, “What did it feel like when you first met your boyfriend?” She’ll say, “I just felt this click,” and will tend to point toward her heart center. It’s doing that.

It’s also getting her to visualize. She’s visualizing going up the track. It’s getting her to talk to herself, which is one of the doorways. Those are the things she says to herself to get herself turned on. Then there’s eliciting her values. We’ll get to that later.

You can see with the Discovery Channel pattern, we’re getting her to visualize and getting strong body feelings. We’re using those two doorways, but mostly we’re using the doorway of strong body feelings.

We’re also using embedded commands. Feel the anticipation growing. Feel your heart beating faster. Feel that rush going down.

Of course, there are also the sexual metaphors, like going down. Does that mean going down like oral sex or going down the track? Then there’s “coming faster and faster.” Does that mean cumming or coming as in your breath is arriving faster and faster?

Here’s more of the dialogue. “He said the next element is safety. You have to feel so safe with this ride because you know nothing bad is going to happen. You can feel even safer to feel those exciting feelings growing. Finally, he said the ride has to be

fascinating. There have to be so many different twists and turns. So much is unpredictable that as soon as you get off, you want to climb right back on. You want to take this ride multiple times.”

Where is the sexual metaphor here? There’s get off, climb right back on, and take this ride.

We also have some embedded suggestions. We have the embedded suggestion, “There’s so much unpredictable here.” In a later module, we’ll get into embedded commands and suggestions in detail. Unlike a command, it’s not really telling her to think, feel or do anything in particular. Rather, it’s suggesting a quality or meaning to the experience.

A little last bit of language you can include is to say, “I said this to a friend and she said, ‘It’s like the perfect attraction you want to find in a guy.’” That’s another little quote thrown in for good measure.

One of the things I’ll do is a little chin tap. I’ll say, “I told this to a friend and she said, ‘It’s like the perfect attraction you want to find in a guy.’” When I tap my chin and tilt my head, it’s an anchor. Whenever I repeat this, it fires off the whole chain of thinking again.

In the next module, we’re going to cover the smaller-chunk tools of Speed Seduction®. We’re going to cover things like embedded commands and suggestions, weasel phrases, which I absolutely love, trance words, transition phrases, anchoring, rapport, sexual accelerators, tonality, pacing and leading. These are some of the smaller-chunk tools that we’re going to be covering.

I want to recommend that you check out my Speed Seduction® coaching program. There are all sorts of cool benefits. You get twice monthly group coaching calls, custom-made answer-to-student video modules similar to this one, live office hours with live

video-to-video consultation and a 20% discount on products and seminars. As you see, you can try the first month for \$1.

Here's a special freebie bonus. You can get it right now. If you look down here, there is the link to the Speed Seduction® Starter Kit. It includes a complete archive of memorized Speed Seduction® language patterns plus recordings of teleseminar calls. It's great. We were selling it for somewhere around \$69. You can have it free right now. There are the download links. I recommend you get it and pass it around.

That's it for this module. It's a rather short module. One of the things I want to recommend you do for homework is go right there to the Starter Kit. Download everything, including the pattern archives and the seminar transcripts. You'll learn a lot more about Speed Seduction® language patterns in action.