

The SoSuave Guide to Women and Dating



22 Rules for Massive Success with Women

Welcome!

Hello and welcome to The SoSuave Guide to Women and Dating.

I am happy to see you here!

I promise I will not waste your time in this ebook.

I have kept this guide short and simple. I have included only the most powerful girl-gettin' tips. In addition, all of the included tips are easy.

I will not ask you to approach 1,000 women in the next 30 days – and get rejected 999 times. Who wants to do that?

No, no, no.

The included tips are POWERFUL but simple and anyone can use them to become more successful with women.

Much, much more successful with women!

This is the guide I wish someone had given me when I was 16 years old, and dumb and clueless and confused and frustrated by women.

I am hopeful and confident that these tips will help every single one of you. In fact, *I guarantee it!*

So let's not waste anymore time shall we? Let's get to it.

Good luck!

And if you have any questions about anything in this guide, feel free to shoot me an email. Or you can post your questions to the [SoSuave Discussion Forum](#) and get feedback from thousands of really, really smart guys.

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How to Talk to Women

You've met a woman.

Maybe you're in bar. Maybe you're at the gym or laundromat. Maybe she's someone you know from work. Or maybe, even, you're actually out on a date.



Talking to women is the most important dating skill you will ever learn.

In any event, now you've got to do something scary, something unpredictable, something with the power to launch a future romantic relationship, or end one before it even gets started.

You've Got to Talk to Her

What do you talk about?

Should you tell her about your childhood, your therapist, your plans for the future, the wart on your big toe? What if you can't think of anything to say? What if you say the wrong thing? And, by the way, what would be the "right" thing to say? *Do you have a clue?*

Most guys don't.

When your average gent converses with a woman, he's flailing

blindly at the wind, hoping by chance that something he says will "connect" with the woman and make her fall for him.

Needless to say, *this is not the "Don Juan" way of doing things.*

You need to have a plan. You need to know *definitely* what works and what doesn't, what to talk about and what not to talk about. You don't want to leave her feelings to chance or to fate. You want to be charming and in control.

And that's what we're going to discuss right now.

What to Talk About

Now there are many aspects of a conversation. This particular article focuses on the conversational TOPICS that you should focus on when wooing a beautiful lady.

Those topics which will almost *guarantee* increased attraction. Topics which will leave you in complete charge of the conversation, and which will leave you the option, if you so desire, of future conversations, dates, or an intense romantic relationship.

Are you getting excited?

Okay, so WHAT exactly do you talk about?

Well, the first thing to remember is that men frequently err by talking TOO MUCH. They often monopolize conversations, droning on and on about topics that bore women to tears. They think they're *impressing* the women when, in reality, they're *depressing* the women.

Just because a woman listens to you and acts interested in what you say doesn't mean she really is. She might just be acting polite while silently wishing that the date would hurry up and end, or that you would go away... and never come back.

Don't Talk So Much

So key number one is don't talk so much! Try not to monopolize the conversation and try to LISTEN to what *she* has to say.

Remember, everyone is incredibly interested in what they themselves have to say. People will talk to you about themselves for as long as you will listen.

So stop worrying about what to say next. Focus all your attention and energy and listen to what she says. Try to visualize or *feel* what she's saying. Get into her head.

This does take a little effort. It's not very hard to do, but it's not something that most men naturally do. You simply have to *concentrate*.

Seeds of Info

Now when you listen you want to pay particular attention to any "seeds" or free information she happens to throw your way. Seeds refer to subtle hints that women give that point to conversational topics that they would like to discuss.

An example:

Bob: *You come here often?*

Kim: *Actually this is my first time here. Just moved here from Florida.*

Bob: *Oh. I come here every week. I love this band. Ummm... It's pretty crowded tonight.*

Bob is clueless.

Kim gives him plenty of free information to follow up on. It's almost as if she's testing him to see if he has the intelligence or social skills to capitalize on what she says. Bob fails.

So what would be the right thing to say?

Well... she mentions that this is her first time in the club and she just moved here from Florida. Bob could have properly "watered the seeds" by asking:

- ◆ How does she like the club, band, etc?
- ◆ What brought her here from Florida?
- ◆ How long has she been in the area?
- ◆ Where in Florida is she from?
- ◆ How long was she there?
- ◆ What's it like there?

Kim's two short sentences gave Bob tons of information to follow up on. Tons of conversational topics that she has indirectly indicated that she'd like to talk about. But Bob was too worried about himself. Too worried about the impression he was making. Too worried about what to say next to actually listen to what she said.

The Importance of Listening

Do you see the importance of listening now? You must *concentrate* on what she says and block everything else out of your mind. **If you listen you never have to worry about what to say next because the other person is *telling* you exactly what to say.**

Kim even subtly indicated that she was attracted to Bob (or at least not repulsed by him).

How?

She didn't blow him off. She gave him some free information to talk to her about. This may have been a conscious decision on her part or it may have been an unconscious act. In any event, Bob didn't pick up on it and blew his chance with her.

Keep in mind that if a woman likes you or would like to get to know you better, she will GIVE YOU free information to follow up on. She will throw out some seeds for you to water.

If she's not attracted to you, she won't give you much of anything and it will be very difficult to maintain a decent conversation with her. No matter how charming you are, if she doesn't "help you out some" you'll eventually have to admit defeat and walk away. So be sure to listen for the topics she'd like to discuss.

Conversing for Maximum Attraction

Now in order to converse for maximum attraction, you need to keep two other things in mind.

- ◆ You need to tell her about yourself.
- ◆ And you need to maintain a good talk/listen ratio.

You may have heard or read somewhere that people like to talk about themselves and that you should spend most of your time listening and asking questions if you want others to like you. This is true... *to a certain extent.*

People DO like to talk about themselves and they DO like those who listen, ask questions, and seem interested in what they're saying.

But...

If your goal is to charm this lady, you've got to do more than that. You've got to tell her something about yourself. Specifically, you've got to "tell her" that...

You Two Are Very Much Alike

You do this by making ME-TOO statements.

That is, it is desirable to bring yourself into the conversation when you can relate yourself to something she's talking about or make yourself seem similar to her.

For example:

Kim: *I really miss Miami.*

Jim: *I can imagine. I spent two weeks in Miami last summer. I loved it. Even thought about moving there myself.*

Jim is smooth.

Jim didn't ask a question (this time). He told Kim something about himself that made him seem similar to her. Now if Jim also listens and asks questions, then he will do very well with Kim.

A good talk/listen ratio would be around 40/60 or 30/70. That is, you want to spend around 30 or 40 percent of the time talking, and about 60 to 70 percent of the time listening. And you should spend as much of that 30 to 40 percent as possible in the me-too zone.

Think About It This Way...

Let's assume you just went on a dinner date with a lady you like very much. If you monopolized the conversation and spent most of the time telling her how WONDERFUL you are and trying to impress her, you can pretty much expect there won't be a second date. I hope you can understand this. IT IS NOT ROCKET SCIENCE!

On the other hand, imagine you'd spent the entire two hours together sitting there, listening, and asking her questions. You probably did much better. She did seem happy. She did seem to enjoy the conversation. But still...

After the date she will go home and think about the date. And she will think about you. She will think about whether to spend more time with you or not.

The fact that you failed to say much of anything all evening is going to be your downfall... because she has nothing to think about.

You didn't tell her anything about yourself. She still has no idea if she should be interested in you or not.

She knows you don't monopolize the conversation and you're a good listener. And she likes that. But that's not enough to spark any kind of EMOTION in her.

Now imagine you spent 60 to 70 percent of the date listening to her (really listening and asking questions), and about 30 to 40 percent of the time telling her about yourself. Specifically, you told her about yourself in a way that makes the two of you seem very similar.

This time when she gets home, sits down, grabs something to drink, and starts to reminisce about the date (and you), she's going to have something substantial to think about. She will think about what a wonderful conversationalist you are. You didn't monopolize the conversation. You didn't bore her with details of your job, your childhood, or the health of your colon.

And because you spent a substantial amount of time pointing out how similar the two of you are, she will think that you are very SPECIAL. (After all, you're just like her. You must be.)

People always like others who are similar to themselves. By being similar to me, you essentially validate my perceptions of the world. I will see you as clever, intelligent, charming, and likeable... because you are like me.

Of course, it's true that opposites do sometimes attract. But only under certain situations. On the other hand, similars almost always attract. You should go for the similarity angle during the first part of a relationship. You can reveal to her your uniquely amazing qualities later.

And don't worry or feel cheated because you don't get to talk about the things you want to talk about. If you play your cards right during the first few conversations or dates, you will have plenty of time later on to *bore her* with all your interesting stories.

The first few conversations and dates are critical and you have to play them right. That means you focus and listen for free info, ask

interested questions, and make me-too statements.

It doesn't get much easier than that.

Rule 1

Relax. Don't try to impress her – let her try to impress you.

Rule 2

Women love to talk. Let them. Maintain a nice 60/40 or 70/30 ratio. Occasionally, make "me too" statements and show that you and she are very similar.

Rule 3

Tell her a little about yourself, but not too much. Maintain some mystery. Give her something to think about and wonder about when she's at home.

Rule 4

Listen and ask questions. Stop worrying about what to say. If you listen closely she will tell you what to say. Follow up on those topics she wants to talk about.

Rule 5

Focus. Concentrate on what she is saying. Get into her head. Be interested. Stop looking around and start looking into her eyes.

Rule 6

If you want to talk, talk to your friends. If you want a girl to like you, listen to her, ask questions, and act like you are on the edge of your seat.

Now that you know how to talk to women (it's pretty easy, isn't it?) it's time for me to reveal the most important thing I have ever learned about attracting women.

Really, this simple secret changed my life and I am confident it will change yours as well.

The Secret of Being Almost Completely Irresistible to Women

What red-blooded male hasn't at one time or another dreamed of having a magic wand.

A wand which would instantly turn you into the most charming, irresistible hunk of manhood this side of Robert Redford?

Or perhaps a word or phrase that you could utter to create a magical, sensual effect on the woman you're talking to?

Or maybe a particular behavior, such as snapping your fingers, that would instantly fill any woman you wanted with feelings of infatuation, love, and lust... FOR YOU!

You wouldn't want to be completely irresistible. Oh, no. That would be far too much trouble. You'd have girls that you're not interested in chasing you all over the place. You simply want to be charming and irresistible to all those girls you are attracted to.

A wand, a word, or a simple behavior that would instantly turn you into a charismatic and irresistible Don Juan.

Yes, life would be good!

There Is a Magic Wand

Well I'm here to tell you there is such a magic wand. Something that will make you almost completely irresistible to any woman you "point it" at. Something guaranteed to fill your life with love, romance, and excitement.



Your magic wand.

No, I'm not talking about some kind of mythical aphrodisiac. I'm not talking about a pheromone cologne, or some kind of pill you slip into her drink.

No, this is much easier and simpler. It doesn't cost you anything and it's something that any man can master.

It's known as the SMILE.

Now I'm not talking about just any smile. I'm not talking about that pathetic little smirk of yours that makes you look more scary than friendly. But a big, face-consuming, I-feel-good-about-life-and-I-like-you-too kind of grin that will instantly light up any room (and any woman) that you *point it at*.

Never Forget This!

Never forget that women are irresistibly drawn to smiling guys. They flirt with smiling guys. Date smiling guys. Have sex with smiling guys. Marry smiling guys. And live happily ever after with smiling guys.

Why this infatuation with smiling guys?

Well, smiling says a number of awesome and positive things about you.

Smiling says and makes clear that:

- ◆ you're a positive, optimistic person
- ◆ you're a person who has fun and enjoys life
- ◆ you're confident
- ◆ you're mature, expressive, and don't hide your feelings
- ◆ and, most importantly, smiling says that you like and are attracted to her. You don't smile at people you don't like, do you?

One other thing: smiling makes you more physically attractive.

I'm sure you know at least one girl that you're attracted to, but you're not sure exactly why. Physically, she has neither a perfect body nor a perfect face. Yet, to you and most every other guy, she's beautiful, irresistible, and charming.

Chances are she smiles a lot.

So smiling make you more attractive, reveals your positive personality, and indicates that you like the person you're smiling at. Sounds perfect to me.

I Know What You Are Thinking

I know what some of you are thinking. Clint Eastwood never smiled. John Wayne never smiled. James Dean never smiled. And they always wound up with the women.

Well, friends, I'm talking about real life here, not television or the movies. Being hard, tough and cold may work in the movies, but it doesn't work in real life. And chances are, you don't look like Clint Eastwood, John Wayne, or James Dean either.

But that's how most of us guys were raised, right? We were taught to be unexpressive and unemotional. We grew up trying to be cool, trying to be what we thought others admired. We wanted to be Clint Eastwood or John Wayne. We wanted to be tough, cool, and get all the women.

Just doesn't work that way in real life.

Want to see something really enlightening (and sad)? Go out to one of the more popular bars or nightclubs in your area. Try and peel your eyes off all the beautiful women and check out the guys for a minute.

Notice how most of them are trying to attract women by being cool, tough, hard, unemotional. They think they can attract women by acting like they don't really care. Notice all these cool guys leaning against the walls by themselves (or with their equally cool, male buddies).

And they go there to meet women. Ridiculous!

Surrounded By Women

Now take a look around the club at the men who are surrounded by women and are having a great time. What do you notice about them?

Take a look at the way they dress, the way they walk, the way they act. But most importantly take a look at their faces. They're smiling, feeling good, and having a great time. They know the secret. They brought the wand.

"Well shucks, I'd be having a great time too if I was surrounded by women," I hear you mutter.

True. But the secret is that they came into the club like that. With those positive, happy, fun-loving smiles. They didn't wait for the fun to start before they started having fun. They have learned not to PURSUE women but to ATTRACT them... *by smiling*.

Okay, so HOW do you smile?

Remember, most of us have been trained since childhood not to smile, not to reveal our emotions, not to reveal vulnerability. Forcing yourself to smile can be quite difficult, especially if you feel nervous, or the girl of your dreams happens to be around.

(Note: some guys think smiling communicates weakness; but it actually communicates confidence and strength!)

How to Create a Magnificent Smile

So how do you learn to smile?

One word – PRACTICE!

Smiling is like any other behavior. To get good at it you have to practice. And practice. And practice.

Think about the simple act of snapping your fingers. Can you snap your fingers? Most people can't.

The first time you try you'll most likely get a pathetic little "snuupff." Now try again. About the same. But if you practice, you'll eventually be able to create an almost ear-shattering "KAA-SSNAPP" that will demand the attention of everyone around. You'll get so good at snapping your fingers that you may hurt yourself doing it.

That's what you want your smile to be like. You want your smile to demand the attention of everyone around. You want your smile to be powerful.

So how do you practice?

Very simple. Just go into your bathroom or bedroom or anyplace there's a mirror and you can be alone. Look into the mirror and smile. Smile. And smile some more. Smile until your entire face aches. Smile until every muscle in your face is so fatigued that you can't possibly smile anymore. Then keep smiling!

Yes, you will feel stupid, silly and ridiculous. Great! The sillier you feel, the more you will feel like smiling. And the act of smiling itself, will actually make you feel better and feel more like smiling.

This is an excellent exercise to practice before going out on a date, or out to a nightclub, or to the bookstore, or anywhere else

you might meet a woman you'd be interested in.

You want your smiles to be real smiles though, not fake-looking smirks. So it helps to think of things that naturally make you smile or laugh. Maybe make a list of things that you can think about before you start.

Real or Fake

Keep in mind that *real* smiles and *fake* smiles ARE different.

Fake smiles go on instantly, and disappear just as fast. They look fake. They look like a practiced behavior. They look insincere. They utilize mainly the muscles of the mouth and not the eyes and the rest of the face. And they look unemotional.

Real smiles, on the other hand, are slower to form, and slower to disappear. They're fueled by emotions and emotions do not change instantly. They involve the whole face. They utilize more facial muscles, especially those around the eyes. They look sincere.

Thus, you have to learn to fake a real smile.

By faking, I simply mean a smile that you can put on whenever you want. A smile that you can control. A smile which is not dependent on your emotional state. After all, you may not be feeling all that wonderful when the girl of your dreams walks by.

So you practice slowly forming a smile... and slowly letting the smile disappear from your face. You have to train the muscles of your face to do this. It's not hard, but it does take practice.

We're talking about slow relative to a fake smile. We're not talking about slow motion. If you're looking in a mirror, you'll be able to tell when you get it right.

And the payoff for your practice and hard work will be enormous.

Think about top professional models or top professional actors. They know how to fake smiles. Their smiles look real. And they

can unleash them anytime they want. A magazine cover, a TV interview, the public, their fans. The world is literally at their mercy.

And when you learn to smile...

The World Will Literally Be at Your Mercy Too!

You stop in at a local restaurant to grab something to eat with one of your buddies. An unbelievably cute waitress skips up to take your order. KAA-SNNAAP. You unleash your smile.

Watch her face light up. Watch the special treatment you receive. Watch your buddy turn green with envy.

You stand in line at the grocery store. There's a very beautiful, yet very tired-looking girl at the register. You walk up and SMILE BIG.

Watch her face light up. Watch her whole personality change. She suddenly feels like talking. Do you think she will remember you?

Unleash your new smile at the office. Unleash it at a local bar. Unleash it at the gym. Unleash it anywhere there are beautiful women you'd like to meet. Think of it as your magic wand.

Think of it as the secret that you know that most guys don't – *the secret to being almost completely irresistible to women.*

Rule 7

Smile more. Smile BIG. Practice your smile.

Rule 8

Demonstrate that you are positive, confident, and fun to be around. And she will want to be around you.

Rule 9

Do not try to be cool. Do not try to be tough. You are not *The Fonz*. Be friendly, happy, and interesting instead.

Rule 10

Stop chasing women and start attracting them. And your biggest weapon of attraction is your great smile.

Now that you know how to talk to women and how to attract them to you like a magnet, let's talk about the biggest mistake most guys make with women.

This mistake is DEADLY!

So pay very close attention.

The Kiss of Death with Women

You've met the most incredible girl...

You don't really know her, but you're pretty sure she's a Goddess... sent straight from Heaven... in jeans.

You exchange glances in Chemistry, have a few brief conversations after class, and even bump into her at the mall. (Talk about fate!)

You KNOW you want her. There's no doubt about it. The question now becomes, "Does she want you?"

She smiles at you... but is it a friendly or a flirtatious smile?

You saw her leave with another guy after class... was he her boyfriend?

She flirted with you last week, even touched your shoulder... then completely ignored you the other day.

Does she like you?

How can you tell? You really need to know this before you begin the "pursuit" don't you?

Does She Like Me?

Perhaps the most common question posed on the [SoSuave Discussion Forum](#) concerns "reading women" and trying to figure out whether they like you or not. The poster usually describes his situation, what he did, what she did, and then asks, "Does this mean she likes me?" Or, "Does this mean she doesn't like me?"

Definitely a popular question. Definitely a question in need of an

answer.

Okay, here's the best answer you will probably ever get and what you need to remember... always...

Obsessing about a particular girl, and whether or not she likes you, is the KISS OF DEATH with women!

If you're worrying about whether a girl likes you or not, chances are she doesn't – or rather, SHE WON'T. She won't because your *worry* and your *obsession* with what she thinks of you will drive her away.

Let me try to explain.

When you let yourself fall into the OBSESSION TRAP, you begin to analyze everything your dream girl does, every word she says, every move she makes... and try to relate them all to you!

She smiled at you – she didn't smile at you.

She emailed you – she didn't email you.

She returned your call – she didn't return your call.

Confusion, frustration, and anxiety result.



Trying to read a woman's mind.

This obsession with her behaviors and their meanings will paralyze you, confuse you, and suck every ounce of confidence you have from your body. You will become a *Blithering Blob of Insecurity*. And women, in general, are not attracted to *Blithering Blobs of Insecurity*.

So are you wrong to be confused by women?

NO! Absolutely NO!

Women Are Confusing

Women ARE confusing. Always have been and always will be. That's just the way they are.

Especially when it comes to romance, women seem totally inconsistent in their behaviors.

One minute you're convinced you are the man of her dreams, and the next she seems to be unaware of your existence. One minute she's flirting, and smiling, and rubbing up against you, and the next minute she's gone, left without even saying *Bye*. You SHOULD be frustrated and confused!

Now, no one knows exactly why women give off such mixed signals and deliberately, it seems, attempt to confuse us. Some suspect it's those magazines they read. Others think it has to do with the secret bathroom conferences they hold. Still others propose that their illogical behaviors are due to the wacky hormones they have surging throughout their bodies.

The cause is relatively unimportant. You just have to accept it, and plot your strategy to deal with it.

Just Say No

So, given the inconsistencies of female romantic behavior, attempting to *read* women and figure out what they're thinking, is, at best, an incredibly frustrating experience. So don't do it. Don't even attempt it.

Just say NO to "reading" women!

Okay... well... if you don't try to "read" women to determine whether they like you or not, then what do you do? What's your strategy? After all, they may be confusing, illogical, and somewhat annoying, but you still wanna get you one.

Simple...

If you are attracted to a girl, then just ASSUME she is attracted to you too. And ACT ACCORDINGLY!

Assume that she likes you and would like to get to know you better. Assume that she is physically attracted to you. Assume that you have what it takes to attract such a lady, no matter how incredible she seems.

Assume the positive... always the positive.

Assuming the negative will kill any chances you might have with her. (Pessimists, my friend, are not chick magnets.)

Benefits of Assuming She Likes You

Now there are many exciting benefits of adopting this attitude of assuming that women you like also like you... and treating them accordingly.

For one, if you refuse to obsess about all the little "signs" she's giving you, whether they be good signs or bad signs, you will feel more relaxed, calm, and confident. You won't be UP one minute because she smiled at you, and DOWN the next because she also smiled at some other guy.

Attempting to read her will only lead to confusion, frustration, and anxiety. And this will make you more tense when she's around, and thus, less likely to be the charming, charismatic Don Juan that you'd like to be.

And you also won't waste your time trying to figure out what she's thinking... trying to figure out what every little move means... and

where you stand. You'll be able to devote your mental brainpower to something more useful and productive.

Second, if you just assume that she likes you, then you will actually increase the probability that she eventually WILL like you. In psychology this is known as a *self-fulfilling prophecy*.

This means is that if you have a "she likes me" attitude, then you are more likely to project positive, optimistic behaviors and thoughts. She will pick up on these and – she will like you.

If, on the other hand, you have a "she doesn't like me" attitude, you'll project negative, pessimistic behaviors and thoughts. She'll, likewise, pick up on these and – she will not like you.

And if you have an "I'm so confused does she like me" attitude, then you'll project tense, anxiety-ridden behaviors and thoughts that will make her like you less... or she may even find being around you to be an *uncomfortable* experience. (Isn't it easier to relax around people who are relaxed themselves?)

And third, when you assume she likes you, and you stop worrying about whether she does or not, you maintain control of the situation... and yourself.

If you obsess about the *signs* and allow the *signs* to control your behaviors, thoughts, and emotions, then you have given her complete control of the situation. And complete control over you!

If she's GOOD to you, you're happy. If she's BAD to you, you're sad. If she wants to encourage you, she can throw out a few positive signals. If she wants to discourage you, she can throw out a few negative signals. Your happiness is under her control... whether she knows it or not.

Not the position that a *Don Juan* likes to be in. Not the position that you want to be in.

However, if you just assume that she likes you and treat her accordingly, and refuse to be controlled by all the little signs and signals and confusing behavior, you take charge of the situation. You have decided that you like her. And you have decided that

she likes you... or will like you when she gets to know you better.
And you act accordingly.

You exude confidence.

You are relaxed.

And you project that AURA that every budding Don Juan searches for.

(The poor girl won't stand a chance up against that aura!)

Okay, so you agree that obsessing about a particular girl and whether or not she likes you is not in your best interest. It will turn you into a *Blithering Blob of Insecurity*, decrease the probability that she will like you, and give her complete control over your happiness.

Controlling Your Thoughts

So what do you do when those obsessive thoughts start to take over your mind? I mean, after all, she is a Goddess, right?

Here's one simple little mental trick that might help you...

Whenever those obsessive "does she like me" thoughts start to take over your mind, even if they're the good ones, mentally grab them with your hands, throw them down on the floor, and step on them. Then remind yourself that obsessing about her is not in your best interest, that it will suck away your confidence, and actually decrease the probability that you will eventually get her.

At this point you want to take a deep breath... smile... laugh... and think to yourself...

"I should send that SoSuave guy a few bucks."

Rule 11

Never try to read a woman's mind. It is a scary place. Ignore her confusing signals and mixed messages. Assume she is interested in you and act accordingly.

Rule 12

Create self-fulfilling prophecies. Always assume the positive. Assume she likes you. Assume she wants to talk to you. Assume she wants to go out with you. When you think positive, positive things happen.

Rule 13

Control your emotions. Do not allow her signals (either positive or negative) to dominate your mind. Invest your mental energy in more productive pursuits like creating a fantastic life.

Rule 14

Be proactive, not reactive. Take charge. Take charge of yourself. Take charge of your relationships. Take charge of your life.

Okay, it's time we dealt with the Big Kahuna: how to control our nervousness and anxiety around those super amazingly hot women we want so bad! Shockingly, you are going to find that this is quite easy... if you know a simple little trick.

How to Never Be Nervous Around Women Again

Often young Juaners lament the fact that they can be smooth, charming, and [SoSuave](#) when dealing with women that they're not attracted to. But as soon as they meet someone that they are attracted to, they turn into a *nervous, quivering, degenerative wreck*.



It's hard to be suave when you're nervous.

They get upset, angry at themselves, and even depressed. They feel that their nervousness is holding them back and preventing them from expressing who they really are... and getting the women that they really want.

So the question very frequently pops up...

"How can I relax when I'm around women that I'm attracted to?"

"How can I control my anxiety and nervousness so that I come across as smooth and charming, rather than tense, anxious, and

just plain strange?"

Most of the traditional strategies for reducing nervousness in these situations fall into one of the following two categories:

1) You learn to tell yourself certain things designed to knock this lady off the pedestal you have her on, so that you can begin to see her more like an ordinary human being and less like a Goddess.

2) You modify your "catastrophizing" thoughts so that you come to the realistic conclusion, perhaps via trial and error, that the world will not come to an end if this particular lady decides not to jump your bones.

Both strategies work fine, as far as they go. But personally, I think there is...

A Better Way

My strategy fits into neither of the above categories, and, quite frankly, is much easier to implement and A LOT MORE FUN.

Not only will you not feel nervous, but you'll also benefit from enjoying the sensations of infatuation, while learning to use those feelings to your advantage in attracting women.

Okay...

The first and most important thing you need to realize, is that being nervous around a woman that you're attracted to isn't necessarily a BAD thing. In fact, it's actually quite a GOOD thing.

It's something to be *happy* about, something to relish... because any woman who can make you feel nervous, tense, or even frightened, must be, to you, quite an amazing woman.

Think about that for a second.

If she has this kind of effect on you, if her mere presence is enough to make you sweat like a pig and utter completely

nonsensical phrases, she must be pretty dadgum special! Right?

This is wonderful. This is awesome.

This is not the type of thing you should be depressed about and trying to fight. This is the type of thing (and these are the types of emotions) you want to embrace, enjoy, and even celebrate.

A Big Mistake

Yet most guys interpret their nervousness negatively. They mistakenly think that the anxiety and nervousness that they experience whenever an amazing woman is around, is something that must be eliminated. Something that must be overcome. Something that true *Don Juans* never experience.

This is a completely harmful and negative way of thinking.

I mean, wouldn't it be boring if you never met any woman who made you feel this way? If you never met any woman who made you anxious, nervous, and babble like an idiot? If you just felt your normal, comfortable, relaxed self around all women?

BORING!

No, the women you WANT are the ones who make you weak in the knees. The ones who make you nervous, sweaty, and whose mere presence is enough to drive you crazy. *Yes, these are the women that make life worth living.*

So remember, being "nervous" is a GOOD thing and a sign that you've met an amazing woman... and a woman with the potential to make you very happy.

How Exciting!

The second thing you need to realize, is that your nervousness may not be nervousness at all. In fact, what it actually is... is **EXCITEMENT**.

I mean, this is an incredible woman, right? Drop-dead gorgeous,

charming, intelligent, funny. Maybe the woman of your dreams, the one you'll marry and live "happily ever after" with. Sounds like a pretty good reason to be excited to me.

In fact, if you're NOT excited about meeting such an incredible lady, THEN I'd say you have the problem.

Remember this important fact: our emotions differ from one another mainly in how we interpret them, not in any type of distinct physiological state associated with them. Thus, the state of physiological arousal which accompanies a feeling of nervousness is pretty much the same state of physiological arousal which accompanies a feeling of excitement.

The only real difference between the two is that in one situation we're telling ourselves that we're nervous (a bad thing), and in another situation we're telling ourselves that we're excited (a good thing).

And if you think about it logically, there's absolutely no reason to feel bad (nervous) when you're around a magnificent woman. But there are a whole heck of a lot of reasons to feel good (excited) when she's around.

Thus, whatever you decide to tell yourself, AND BELIEVE, will determine whether you feel nervous (bad) or excited (good). You simply need to direct your mind to the desired emotional response.

So feel the emotions. Don't fight them.

Feel the excitement within you, the adrenaline surging throughout your veins, and rather than thinking...

"Oh no. Why can't I relax? I'm going to say something stupid and blow it again."

think...

"WOW! What a magnificent woman! I definitely need to get to know her better."

Thus, you consciously and deliberately transform the "nervousness" into "excitement."

And you feel good. Excited is good, right?

Channel That Energy and Excitement

Now the third and final thing you need to do is to channel those "excited" feelings into behaviors and personality traits that women will find attractive.

And the great thing is, once you've completed the first two steps above, the attractive behaviors and traits will appear automatically.

Believe it or not, that excitement you feel will actually help to make you more attractive to women.

The excitement will come through in your attitude, your voice, and your body language. You'll ooze enthusiasm and energy... both of which are highly attractive qualities to women.

You will then have a tremendous advantage in attracting this woman AND setting yourself apart from all the other guys. The cool, suave guys who never get nervous and who always seem relaxed around women will seem *boring* compared to you.

And all you really did was to recognize that she was a magnificent woman, let yourself feel the excitement within you, and then channeled those feelings into energetic enthusiasm.

So simple!

What woman could possibly resist?

Rule 15

Get excited. Be happy. You've met an incredible girl.
Congratulations!

Rule 16

Step back and think logically. Mentally transform your nervous feelings into excitement.

Rule 17

Channel your excited feelings into positive thoughts and behaviors. You will attract women by being enthusiastic, radiating energy, and becoming someone who is fun to be around.

You know how to talk to women.

You know how to attract women like a magnet – by smiling.

You project confidence because you no longer obsess about women and try to read their minds.

And beautiful, amazing, wonderful women make you EXCITED, not nervous.

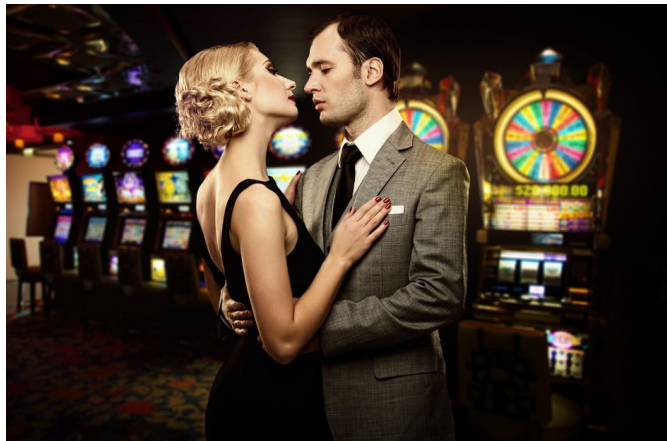
At this point you probably have a woman (or multiple women) chasing you around, calling you all the time, wanting to be with you.

So let's talk about how to KEEP a woman interested in you once you have her. This is BIG, BIG, BIG! There is nothing worse than getting dumped by a woman that you really, really like.

How to Keep a Woman Interested In You

If you want to keep your lady, and not be cast upon the broken-hearted heap of lovers she's left behind, you must get her invested in your relationship.

It doesn't matter how good-looking you are, how romantic you are, how funny you are... or anything else. If she doesn't have something invested in you and the relationship, preferably **QUITE A LOT** invested, she'll dump you, without even the slightest hesitation, as soon as someone a little more "interesting" comes along.



She will adore you forever!

And I hate to break it to you, friend, but there's always someone a little more "interesting" just around the corner.

So what exactly do we mean by getting her to invest in your relationship?

Think about a Vegas slot machine...

Imagine your girl slowly approaching it, studying it for a moment, tentatively sitting down, then popping a coin in and pulling the

handle. The odds being what they are, she doesn't win anything... this time anyhow. So she tries again... and again... and again. Pretty soon she's not only got a lot of money invested in this machine, but also a good deal of time, effort, and hope invested as well.

In fact, the more she "invests" in this machine, the harder it will be for her to get up and walk away. Because she's convinced that if she keeps at it, keeps pulling that handle, eventually she's going to get what she wants. The very next pull might be the one that sets off the JACKPOT.

Now if her girlfriend came up to her after she'd put only a coin or two in the machine and said, "Let's go. Wayne Newton's coming on in half an hour." She'd probably pop right up and head on out to see the show — Wayne being a little more "interesting" than the slot machine she's sitting at.

On the other hand, if her girlfriend came up to her with the same offer after she'd been continuously popping coins in this #*%#@# machine for half an hour, it would be much harder for her to get up and leave, and give up her "investment" in this machine... even with the mighty Wayne beckoning to her from just across the street.

Well, in the Dating Casino of Life, you are the slot machine. And it's your job, as a successful and happy Don Juan, to keep your lady pumping those coins in — and upping her investment in you — so that as soon as Wayne Newton, or some other hairy-butted diversion comes along, she won't be tempted to take off and check out his show.

Okay, so now that you realize the power of investing, the question becomes: how do we up her investment in the relationship so she's not tempted to leave us as soon as something, or someone, a little more interesting comes along?

Let's focus on three critical areas.

She Must Invest Effort Into Your Relationship

The first and most important area you want to focus on is EFFORT. You must get her to invest effort into your relationship.

Basically let her, ask her, or prompt her if necessary, to do things for you — from time to time.

Don't always be the one putting yourself out for her. Don't always be the one putting all the effort and work into the relationship. Let her, and expect her, to treat you as well as you treat her, and to improve the quality of your life.

Let her make you dinner occasionally. Ask her to pick you up, or to drive when the two of you go out. Tell her your shoulders are sore, and "a massage sure would feel good right now." Basically, let her do some of the things for you that you, being the really great guy that you are, often do for her.

And — I need to point this out — it should NOT be difficult to get her to do these things for you. You don't have to trick her or force her to do anything.

In fact, if she really likes you, she will offer and actually enjoy doing things for you. On the other hand, if she doesn't offer or enjoy doing things for you, then she's only in the relationship for what she can get out of it, and what she can get out of you. And that, needless to say, would not be a good deal for you.

You do deserve a little better than that, don't you?

She Must Invest Money Into Your Relationship

You can also up her investment in you by getting her to spend some of her own hard-earned MONEY during the course of your relationship.

Let her pay for dinner once in a while, or buy the movie tickets, or pick up the pizza on her way over (and you don't pay her back). You should not be paying for everything. She should be paying for quite a lot actually.

And this has nothing to do with this being the 21st century, and women being equal to men, and making just as much money, and blah blah blah. This has to do with upping her investment in you and decreasing the probability that she will move onto someone else as soon as you do something just a little bit annoying.

You don't always insist on paying for dinner when you go out, or the concert tickets, or the drinks, or whatever. You let her pay if she offers, or you subtly prompt her to pay if she doesn't offer.

When the subject of your birthday comes up, you don't say, "Oh, you don't have to get me anything. Being with you is present enough." You tell her what you want, or you hand her your list.

Money, money, money. What's the point of her having it if she can't spend it on you? :)

Obviously, the more money she spends on you, the more she will have invested in you and in the relationship.

She Must Invest Time Into Your Relationship

You can also up her investment by getting her to invest TIME into your relationship. Time, in this instance, means that you and her frequently do things that YOU want to do.

You don't always do exactly what she wants. Once in a while, you insist on going to your favorite restaurant, or to the ballgame, or out with your idiotic, obnoxious friends.

There's NO investment of time on her part if you always do things that she wants to do. Heck, if you weren't around, she'd probably do those same things with someone else. It's only an investment if it's something that she doesn't want to do or wouldn't normally do if you weren't around (which doesn't necessarily mean she won't enjoy it).

Let's say that you and her go to the auto show, which bores her. Then to your favorite restaurant, which never has anything she likes to eat. Then to the movies, where you watch the latest Schwarzenegger flick (she hates Schwarzenegger).

Are you going to enjoy yourself? Yes.

Is she going to enjoy herself? Probably not.

Is she going to complain while you're out? Maybe.

Is she going to call her girlfriend up the next day and rip you to shreds? Quite possibly.

Is this evening — which on the surface looks like a very, very bad idea — going to increase or decrease her attraction toward you?

Well, if it's the first or second date, you're history. Sayonara, Baby. Don't call her cause she won't be calling you.

But if it's the 5th date, or the 10th date, or the 30th date, it might actually work to your advantage. Why?

Because you've gotten her to invest some of her precious time into your relationship. You didn't do what she wanted to do... that night anyway. You essentially upped your VALUE in her eyes by showing her that, if she wants you, she has to at times do things that you like to do.

You are SOMETHING after all. You are NOT FREE.

If she wants to hang with you, it's going to cost her something — time, effort, money.

A Big Mistake You Probably Make

But this attitude is completely contrary to that of most guys when entrenched within the thralls of a Goddess.

The standard reply on date night is, "I don't care. Whatever you want to do is fine with me." The guy is crazy about the girl. He's happy just to be with her. He doesn't really care what they do as long as they do it together.

This is a mistake!

If you always do what she wants to do, if you always pay for

everything, if you always put out all the effort, she will still have, weeks or months down the road, nothing invested in you. And as soon as you get a little annoying, or as soon as someone else comes along a little less annoying, she'll be gone... and you'll be left sitting at home wondering what you did wrong, and getting more and more bitter toward the opposite sex.

After all, you treated her like gold, did everything for her, spent a fortune on her, and she threw you out like smelly garbage.

Happens all the time.

The guys who treat their women like goddesses and put themselves out to try to keep her as happy as possible, without expecting anything in return, invariably GET BURNED.

Let me repeat the key point in that sentence just so you don't miss it — *without expecting anything in return*.

You must expect her to treat you as well as you treat her.

Now logically, one would think that women would love the "goddess" treatment. Always doing what she wants to do, you always paying for everything, her never really having to put out any effort. The novice Don Juan usually believes this is the way to win a woman's heart. (And there are numerous relationship books which will tell you the same thing.)

But as we're dealing with women here, not Vulcans, our strategy must be a little different... taking into account the somewhat illogical workings of the human mind.

What happens, IN HER MIND, is that she comes to see you as WORTHLESS simply because she hasn't had to INVEST anything in you in order to get you or to keep you.

You were an interesting diversion while she had nothing else to do. But now that someone a little more valuable has come along, someone who expects her to treat him very well, she'll have no problem at all dropping you or demoting you to lowly "friendship" status.

On the other hand, what happens, in her mind, when you get her to invest effort, money, and time into your relationship?

Well, on a conscious level she may find herself somewhat annoyed once in a while — spending money, doing things she doesn't want to do, etc. But on a non-conscious level, she looks at all the things she does for you, all the money she spends on you, and all the times she's done things with you that she really didn't want to do, and she's thinking,

"WOW! What a man! I must really like this guy. Look at how much I've put myself out for him. I didn't do anything like this for my last boyfriend."

And it will be extremely difficult for her to just drop you and move on.

(This is also why it can be very difficult for you to drop the Goddess — who treats you like scum — and move on. You have a great deal invested in her. If you move on, like everyone advises you to, you lose all that you've invested in her.)

You see, as I've mentioned before, rather than think things through very clearly before we act, we often do things and then rationalize our behaviors afterward.

You want her to look back weeks, months, or years down the road, and realize that she's really done a lot for you. That she's spent a lot of money during the course of your relationship. That she's got a lot of time and life invested in you.

And that she wouldn't have done any of that stuff if she didn't like you — A LOT!

Rule 18

Get her to invest some effort and energy into your relationship. You do awesome things for her, but you also expect her to do awesome things for you.

Rule 19

Let her spend money on you, buy presents for you, pay for dinner once in a while. You spend money on her and she should spend money on you too.

Rule 20

Do what you want to do. Sometimes. Do not always do what she wants to do. Let her invest some of her time and her life into you.

Rule 21

Remember that you are important. You deserve to be treated well. She must earn your time and attention. She must never be allowed to take it for granted.

Rule 22

Do not be too easy. If you are too easy to get, she will not want you. If you are too easy to keep, she will lose interest in you. If you are too easy to control, she will not respect you.

The End!

Thanks for reading [The SoSuave Guide to Women and Dating](#).

I hope this short guide will help you in your quest to meet and attract and date those super high-quality women you've always wanted and dreamed about.

I have deliberately tried to keep this guide short and simple. There is nothing complicated or difficult here. The included tips are easy and simple and almost guaranteed to work... *if you actually work them.*

I feel confident that if you follow the above tips you will have no problems with women. Well, on second thought, you may have one problem: *too many women and not enough time.*

But you can figure out that problem on your own.

Take Your Seduction Skills to the Next Level

SoSuave.com contains thousands of articles and tips and videos. Many of these are much more advanced and complicated than the tips included in this guide.

So if you are looking to take your seduction powers to the next level and become a *Don Juan God...* come and visit.

I have not personally written every article and tip at SoSuave.com but I have screened every article and tip and I am very picky about what I include on the site. So rest assured that you will not be wasting your time.

And if you have a question that is driving you crazy – some super-awesome girl is not responding to you the way you think she should – there's no better place to go than the [SoSuave Discussion Forum](#).

Thousands of guys hang out here and some of them are really, really smart. They will be able to help you with your particular problem.

Finally, make sure that you are subscribed to the world famous SoSuave Newsletter. I have been publishing this newsletter since 1998 and if you are not subscribed, then you are missing out. It goes out once or twice a week and is PACKED with valuable girl-gettin' wisdom.

My friend, thank you for reading this guide. I hope it has helped you and I hope you use this information to create a great life for yourself – filled with women and success and happiness!

Allen Thompson