

THE S.W.A.T. GUIDE

SEDUCTION WEAPONS & ATTRACTION TACTICS



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Hi, this is Dean Cortez. I'm the creator of **Mack Tactics** and I want to congratulate you on scoring this copy of "The S.W.A.T. Guide," while we're still giving these bad boys away for free.

The material you are about to read contains excerpts from the best-selling books that I've written with some of the world's top experts on seduction, dating and lifestyle transformation.

If you're serious about turbo-charging your game and becoming the super-confident, charming, playful **Mack** that women *cannot resist*, then this is your first step towards unlocking the secrets.

Before we jump into this, I want to tell you that back in the day I read **ALL** of the books by the so-called "pickup artists."

But to be honest, I felt lot of the so-called "gurus" teaching this stuff probably weren't getting laid any more frequently than I was. (And I was barely managing to get laid at all!)

It just wasn't clicking for me. I felt like a big piece of the puzzle was **MISSING**. And I still had **challenges** I couldn't solve, such as ...

- I had a female friend that I wanted to turn into a girlfriend, but I was afraid to "make my move" because I didn't want to screw up our friendship.
- Whenever I was in social environments I would talk to girls, but I'd find myself "running out of steam" after 5-10 minutes. I didn't know how to **elevate** the conversation beyond the usual "small talk"... and while these girls probably thought I was a fairly funny dude, I was failing to take things to a *sexual level*.
- I spent endless hours trying to pick up girls on Internet dating sites (and social sites such as Facebook and Myspace) ... but I didn't know how to make myself stand out from the pack and get girls interested. The exceptionally hot girls I emailed rarely replied to me (probably because my emails were getting drowned out by a thousand other guys trying to contact them!)
- I felt like I was "too nice" to sleep with a lot of beautiful women. I saw the jerks and "bad boys" getting all the girls ... and no matter how poorly they treated their girlfriends, they always came running back to these guys! I couldn't figure this out, either, and it frustrated the hell out of me ...
- When I did take girls out on dates, I had a hard time "closing the deal." At the end of the night, after spending a bunch of money taking her to dinner or the movies, it was always the same awkward routine. I wanted to *at least* get a good-night

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kiss ... but it usually ended with a hug or a handshake.

(And when I called the girl to see her again, I usually got some excuse about how "busy" she was going to be for the next couple of weeks ...*damn!*)

I wasn't some hopeless nerd who was petrified of women. I had a number of attractive female friends. I went out and socialized, and spent a lot of money partying at bars and clubs. I hooked up once in a while, but when I did, it felt like a lucky "accident."

(Hey, there's a reason why guys call it "getting lucky" ... because they have to depend on luck, instead of skills and technique!)

I couldn't figure out where I was going wrong with women – why they seemed so hard to figure out.



Then Came The BREAKTHROUGH!

I finally discovered the *missing piece* when I was hanging out in a bar one night in Las Vegas. (I tell this whole incredible story in the **Mack Tactics Volume I**, but I'll give you the quick summary here...)

I was sitting there drinking a beer—in a shitty mood over some chick who'd blown me off earlier in the night—when I noticed a guy standing near me, talking to a group of girls.

The guy was fairly ordinary-looking, wearing a tee-shirt, jeans and sneakers. He didn't stand any taller than five-foot-eight.

The girls he was talking to, however, were absolutely *not* ordinary. They were *smoking hot*! They were the "goddess"-types that you see at the nightclubs with super-handsome guys and millionaires fawning all over them.

And this dude at the bar was *macking* them! Telling funny stories, flirting, and teasing them. He was radiating so much positive energy and confidence. The more he flirted, the more they loved it. The girls were touching him, laughing...*it was like he had them under a spell.*

Then he collected their phone numbers, gave each of them a quick kiss, and then dismissed them. (I guess he had plans with another hottie for later that night.)



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I had to meet this guy. I offered to buy him a beer and we started chatting. I figured he must have been rich, or he was some famous actor or musician (after all, there *had* to be a reason why women were so fascinated by him), so I was surprised when he told he that he worked in “law enforcement.” He didn’t tell me any more specifics about his job.

Since I’d just moved to Las Vegas recently, he offered to show me around. This turned out to be the connection of a lifetime! From then on, every Friday and Saturday night he would take me to the hottest clubs and VIP rooms on the Las Vegas Strip, filled with off-duty strippers, actresses, models, and sexy tourist girls.

And by the time I was finishing my first beer, he would be engaged in conversation with one of the **HOTTEST** girls in the entire place. **EVERY** time. She’d be hanging on his every word!

He would get her phone number ... take her to another club ... or bring her home ... whatever he wanted. He was so laidback, and yet he was **completely in control** of every situation.

I couldn’t figure out what his “secret” was until one night, he told me more about what he did for a living. **He was a Hostage Negotiator!** Except this guy wasn’t anything like the grizzled, hard-drinking middle-aged Negotiators you’ve seen in the movies or on TV shows. He told me, in fact, that he was the youngest Negotiator in the history of his department.

Hundreds of times, he’d been called in to negotiate dangerous situations and steer it towards a peaceful outcome—whether some bad guy was barricaded inside a house with a bunch of hostages, or someone was suicidal and about to jump off a building.

I was extremely curious about this. I asked him lots of questions about his work, his training, and the techniques he used in his negotiations. And that’s when I discovered the secret of his success with women.

He was using *those same rules and tactics* when he talked to girls! Within moments of meeting a woman, he knew exactly how to bond with her and make her feel comfort and rapport—just like he did in those hostage situations. Instead of acting suspicious towards him (like women do with most guys), they slipped into a fun, relaxed mood while talking to him. Then, he would ask specific questions and use “trigger words” to build their positive feelings.

From that point, it was simple for him to steer the interaction towards the result he wanted. Women didn’t say “no” to him. They went along with whatever he was suggesting!

I started analyzing Negotiator tactics and integrating them into my own game, as well as incorporating them into the “pickup” tips I’d learned from the best dating and seduction experts. This evolved into a set of strategies that are truly the most effective and

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powerful methods for meeting, dating, and being with the women you truly want.

How do I know this stuff works? Because five years ago, we created the first edition of **Mack Tactics** and I've been living by these rules ever since. We've developed a worldwide community of men who have learned these Tactics and added their own insights and techniques, and along the way we have continued to improve and expand the **Mack Tactics** system.



Today, the current edition of **Mack Tactics** contains answers for virtually *any* situation you are in with a woman. From the opening approach, to mastering conversations, to racking up phone numbers and dates (or one-night stands), to managing relationships with multiple women on *your* terms instead of theirs... it's all in the books and videos. We've even got specific techniques on how to win back your ex-girlfriend, or convince a girl to ditch the guy she's with and be with *you*.

And unlike other “seduction programs” that rely on corny tricks and manipulative behavior, **Mack Tactics** is designed to transform you into the confident, highly attractive *man* (or “Alpha Male”) that women *want* to be in a relationship with! I believe that our lessons on Inner Game (developing the right attitude and mindset to attract women) is second to none.

“Mack Tactics isn’t just about getting women into bed. It’s about the bigger picture -- achieving your goals with women and beyond.”

Learning how to become totally confident and successful with women is about so much more than improving your sex life. It is the key to achieving the *overall lifestyle* that you want, and reaching your full potential as a man.

When you've got bulletproof game with women, you stop making compromises. You are more focused and confident in *all areas*.

I'm living proof of this. Once I had an abundance of women -- instead of feeling lonely and desperate -- I felt like I could conquer anything. The confidence I gained through **Mack Tactics** enabled me to *attack* my other life goals with more

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energy and focus.

Instead of getting locked down in the *wrong* relationship with the *wrong* woman (as many of my friends have done), I have the power of endless options.

At this point, **Mack Tactics** is known around the world. I've seen thousands of guys soak up these same strategies -- through our books, DVDs and seminars -- and every day I get emails from them, reporting on their success.

I know you want to jump ahead to the hardcore info, so I'm going to wrap up this intro. Just remember this free material you are reading is just a tiny sample of what you'll get with our [books and audio/video instruction courses](#).

If you're ready to handle your dating life once and for all, I invite you to try out **Mack Tactics** today. The cool thing is that our program is fully downloadable. You won't have to wait for a package to arrive in the mail. You can *immediately* download our books, audio coaching sessions, and even our instructional videos straight to your computer.

If you decide for any reason that it's not the best investment you've ever made in achieving all of your goals with women – whether you want to be a “player” with a constant stream of new girls, or you want to score the ultimate girlfriend – then just email me us, and you'll receive a full refund.

Now let's proceed to some lessons. Personally, I've never heard of anyone offering this much awesome material for free... so enjoy, and get ready to **GO TACTICAL**.

Dean Cortez

Your Wingman,



“All really great lovers are articulate, and verbal seduction is the surest road to actual seduction.”

- Marya Mannes

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The four letters that form the word M.A.C.K. stand for **Method, Action, Confidence and Knowledge**. We call these the “Pillars of Power.”

It’s about having bulletproof **Methods** for interacting with women in any situation, whether you’re trying to get her phone number, bring her back to your place, or manage a relationship; possessing the bulletproof skills and mindset to take **Action**; having the **Confidence** to operate without anxiety or fear; and using your **Knowledge** of female psychology to penetrate their defenses and crack the code to their hearts.

We *all* possess the ability to attract women and succeed with them on *our* terms. One of the greatest challenges we face, as men, is that our self-confidence gets worn down over the years.

Some of us have suffered tough rejections from women. Other guys have been in long-term relationships and had their confidence crushed by a bad breakup. And some of us have simply convinced ourselves that we’re not attractive to women—that we just don’t have what it takes.



We’ve designed Mack Tactics that to change all of this.

Once you master these lessons, your opportunities suddenly feel *endless*. Picture yourself walking confidently into the any environment where attractive women are present, and knowing you can approach **any** girl in there, capture her interest, and guide the conversation towards a successful outcome.

That’s what a Mack experiences every time he steps out on a Saturday night. As a man, this is one of the most gratifying and empowering feelings you can ever experience.

On the other hand, without the right Tactics, when you fail to understand ***what actually makes women tick***, the dating game can be brutally frustrating! Most guys feel like they’re at the mercy of women. There is a sense of pressure when they approach a girl, or go on a first date, as they try to measure up to the type of guy he ***thinks*** she is looking for.

Perhaps you tell yourself that you’re “too nice” to seduce women, and you’ve found yourself stuck in the **Friend Zone**: girls confide their problems in you, and it’s nothing but a platonic “friendship” while you’re wishing you could somehow get her into bed. And what about the times you’ve taken girls on dates—dressed to impress and generously spending your hard-earned money—but at the end of the night you only get a handshake or an awkward hug for your troubles?

Then, when you try calling her for a second date, she tells you she’s going to be “really busy” for the next couple of weeks...or until next summer...

Then there are those of you who’ve got some skills. You’re at ease around women and

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have had numerous sexual relationships. Perhaps you've studied the material of certain "seduction gurus" and used some of their tricks and mind games to rope women into conversations—and yet it still feels like **something is missing**.

You're ready to put all the pieces of the puzzle together and lead a **completely fulfilling lifestyle** that fires on all cylinders. In terms of the women you date, you want to take it to the next level. No more going for 6's, 7's and 8's. You're ready to score the 9's and 10's!

By learning this material, applying it, and mastering it, your life is going to become more rewarding, and more fun, on numerous levels.

If you're single, **celebrate that fact**. You've got an entire world of opportunities and beautiful women in front of you. We all know guys who have gotten themselves trapped in lame, dead-end relationships, or have already thrown in the towel and married women for the wrong reasons.

But not you: you're still in the mix. You're out there on the scene and now, using the Tactics, you'll never have to compromise. If and when you do decide to settle down, it's going to be with a girl that is nothing short of spectacular.

Just remember this: being a Mack goes beyond hooking up with women, and it doesn't end once you commit to a relationship. **It is an attitude and a lifestyle.**

Being a Mack means growing and thriving on every level, including your career and whatever other personal goals you set for yourself. It means building bonds with everyone who matters in your life, and gaining their respect—not just women, but co-workers, family members and those you do business with.

You are on your way to becoming a Mack, and once you achieve this status, the world is yours. We want to give you props for taking this journey with us. We're going to deliver the real deal: the honest truth about how to succeed with the women you desire, and the Tactical tools you'll need to make it happen.

Are you with me? Good. Let's get down to business ...

THE TEN M.A.C.K. COMMANDMENTS

The M.A.C.K. Tactics system is rooted in ten fundamental principles, which we call the **Mack Commandments**. When you download the "**Ultimate Edition**" program, you're going to learn how to apply each Commandment in real-world situations. Take the time now to familiarize yourself with them. We'll start with #10 and work our way down to the most important Commandment of them all.

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10. It's not a mystery. It's a science.

We all know a guy who has a “way” with the ladies. Maybe he was the biggest player at your high school or college. The funny thing is, he's not exceptionally good-looking. He doesn't have a ton of cash. Yet women seem to find him irresistible. He's scoring left and right, while you're wondering “How the heck does he do it?”

The good news is that it's **not** a mystery. Success with women is based on rules and principles that any guy can learn, apply, and master. And **all** women share needs and desires that you can learn to identify and capitalize on.

If you've been fairly successful with women, you've probably been following some of these rules instinctively without fully understanding *why* they work the way they do. Once you understand the science behind it all—why women respond on a primal, instinctual level to certain phrases and actions—you can become **virtually irresistible**.

It's time for *you* to become the guy that makes your friends wonder, “***How the heck does he do it?***”



9. The first 60 seconds are everything.



First impressions are crucial in any encounter, whether you're approaching girls at a bar or interviewing for a job. Essentially, when you flirt with a woman you're interviewing for a position: that of her lover.

And where does a job interview begin? Not in the office, when you're sitting across from your potential employer. It begins with personal preparation—being ready to display and showcase your *best self* before you walk into the room.

When you approach a woman and start a conversation, she pretty much decides **within the first sixty seconds** whether or not you are someone she's possibly interested in having a sexual relationship with. She's sizing you up the second you

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make eye contact. While you're sneaking a peek at her breasts or wondering how wild she might be in the sack, her mind is trying to figure out if you're possible lover/boyfriend/husband material.



Can she feel safe and secure with a guy like you? Are you healthy, and do you take care of yourself? (An indicator that you're capable of producing healthy offspring.) Are you the kind of guy she can picture introducing to her friends, or bringing home to Mom and Dad? Do you lead an exciting, active lifestyle—one that she might want to be a part of? Do you have passions and ambitions? (The ambitious, passionate guy can be *more attractive* than the dude who already has the money and the big career.)

These questions and others are racing through the back of her brain. And the female mind, within this first minute, is looking for reasons to say “no” rather than “yes.” **It's a natural female defense mechanism.** (In theory, you could sleep with a new girl every night of the week and never suffer any harsh consequences—but a woman who sleeps with *one wrong guy* could wind up pregnant.) Exceptionally attractive women have an even more finely-tuned radar, since they are constantly approached by men.

Whether you're looking for a one-night stand or in the market for a serious relationship, you always need to bring your A-game. Inside the space of that first minute, every aspect of your vibe—from the questions you ask, to your body language, to the way you interact with the other people around you—needs to be on point. Once you've passed the “sixty second test,” you're going to use a succession of other Tactics that we'll teach you.

There's a saying that in every person's lifetime, they let at least one million-dollar opportunity pass them by. Be the exception to this rule by always being ready to capitalize. Once you master **Mack Tactics**, you'll be able to approach women in any situation—whether you're out at the bars and clubs, or you spot a pretty girl on a street corner—and engage her attention and interest.

8. Three-quarters of macking is listening.

When it comes to conversing with a girl, give a guy enough rope and he'll usually hang himself. In other words, the more he talks, the greater the chance he'll say something that causes her interest or attraction to *diminish*.

A classic example? Guys who talk about their past relationships and ex-girlfriends with a woman they just met. There are certain topics you should *stay away from*

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with women, and even *specific words* you should never use! (Most guys use these topics & words all the time, and never realize how they're shooting themselves in the foot. I explain all of this in the book **Mack Tactics Volume II**, and how to *guide the conversation* down the road to seduction.)

During the initial conversation, you need to be direct and effective. Prompt her to open up about herself, but don't divulge too much information about yourself. Maintain an element of mystery and intrigue.

Mack Tactics will show you how to be *playful* with women so that instead of answering their questions directly, you display "cocky confidence" that drives up their curiosity. Instead of trying to say the right things to impress her, you're going to make *her* feel the need to measure up to *your* standards!

By listening and "invisibly" guiding the conversation, you will build a bridge of trust. The more she reveals, the more comfortable she will feel with you. You become her ally, just as the Negotiator forms a bond with the hostage taker.

7. Eye contact leads to body contact.



Eye contact is where it all begins, and it's one of the surest ways to demonstrate confidence and establish a connection. The eyes are the window to the soul, and this form of contact can be as powerful as touch.

Just as eye contact is the first step, establishing body contact is a critical step that you will incorporate later in the encounter. **Mack Tactics** will show you ways to establish subtle body contact with her, breaking down the invisible barrier so you connect with her on a physical, sexual level.

6. Be original.

This is a huge Commandment that covers a lot of ground. There *so many guys* out there on the prowl who have no tact and nothing interesting to say. Any attractive woman could fill a book with all the lame pick-up lines and boneheaded approaches she's gotten from men.



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Whether it's the opening conversation or a third date, you must always distinguish yourself from the "Wack Pack" (all the other guys who *don't* have game) and present yourself as a fresh, exciting, original alternative.

Originality is important in every aspect of your vibe—from the way you dress, to how you make your approach, to where you take women on dates. The chapter in our book on Dating is going to surprise you—you're going to learn why taking women on conventional dates (i.e. dinner and movie) will usually backfire, and how you can improve your chances of hooking up *dramatically* if you start taking girls to *original* date locations that will cost you less than \$20!

5. Always know the correct strategic response.

Being a seducer of women doesn't mean dressing a certain way or using the right "lines." It means knowing the correct action and response to every situation. You're also going to master a step-by-step process that keeps *building* her feelings of interest, curiosity and attraction.

Think of it as taking a girl by the hand and gently leading her down a path towards something she *wants* to experience. But every step of that path contains landmines that you need to avoid. One false step, and your chances of scoring with her get "blown up" (and most guys don't even realize where they went wrong, so they keep repeating the same mistakes with other women).

While you're macking on a girl, her mental computer is processing everything you say and do. Her subconscious mind is evaluating you. This is why it's critical for you to master the *small details* that build her interest, curiosity and attraction.

In the **Mack Tactics** program, you'll learn dozens of "mini techniques" for making this happen. We'll show you how to master your body language to convey confidence and masculinity. You'll learn how to interact with *other men* to build important "social alliances" and make women view you as a confident, secure Alpha Male. (A Mack doesn't only charm girls; he charms *everyone*.) You'll learn the *correct strategic response* to anything a woman says or does, so that her feelings of attraction continue to build...until the seduction is inevitable.

You'll make every molecule in her body say "YES" -- instead of her saying, "umm, it was *nice seeing you*, but I've got to be up early tomorrow..."

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4. Guide the conversation.

Guiding the conversation does not mean dominating the conversation. (Remember Commandment #8: “3/4 of Mackin is Listening.”) It means steering it in a subtle, “invisible” way so that you stay on topics that highlight your strengths and selling points, and away from your vulnerable areas. At the same time, you’ll elevate the conversation above generic small talk by using powerful techniques called “**Creative Phrasing**” and “**Hypotheticals**.” We explain these powerful tactics in depth in our “**Conversation Control**” chapter.

3. Every interaction with a female is an opportunity.

Most guys make the mistake of *only* trying to charm the women that they are hoping to hook up with. Instead, maintain a Mack mentality 24/7 and charm **every** female that you interact with. Whether it’s a librarian, a stripper, or the cashier at Starbucks, every interaction presents an opportunity for you to build your game and learn new things about women. This is part of a concept we call “Batting Practice,” which we explain how to master in the **Mack Tactics** book.

2. Wherever you’re at is the place to be.

When a Mack goes out, people are drawn towards his energy. He and the people he’s with are obviously having a good time and sending out positive energy. People see his group and want to be a part of it. He usually has at least one female friend accompanying him when he goes out to mack, since this makes the other women in the room more curious to meet him. (We’ll show you how to incorporate “wing-women” into your missions.)



You will sometimes find yourself in a wack environment; maybe the bar is too crowded, or the DJ is playing music you don’t like. But the Mack can always flip a negative situation into a positive. When everything is going right—great music, room to maneuver, lots of pretty, friendly women— anyone can have a good time. The Mack knows how to adapt and send out positive energy regardless of the environment.

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1. Flee and they will follow. Follow and they will flee.

This is the big one, the summation of every Mack Tactic in the system. Why? Because *women want what they can't have.*

A lot of men are under the impression that the more attentive they are to a woman, and the harder they pursue her, the better their chances are. This guy figures that by going above and beyond the call of duty, he will eventually *convince* her that he's worthy of dating (or having sex with) her.

In Hollywood romantic comedies, this can work; the biggest dork can “win” the girl in the end by going through hell for her and confessing his love. But in reality, this is a recipe for failure. Make yourself constantly available to women, or blurt out your feelings in a big “confession,” and she'll usually completely lose interest in you (and give you the ol' “I like you as a friend” speech.”)

Why? Because this type of guy doesn't present a *challenge*.

You must project the image of a busy guy, a man on the move who leads a full, exciting life with or without her. You *won't* always be available to talk on the phone or meet up when she wants to. The harder you are to pin down, the more appreciative she'll be when you *do* set aside time to spend with her.

(One of the most popular Tactics we teach in the book is a concept called “I.O.U.s.” This is a principle we took from Hostage Negotiations. Basically, it's a way to “spin it” whenever you do something nice for a woman—even if it's simple as agreeing to hang out with her—so that she never takes you for granted, and wants to return the favor!)

Fleeing, so that women follow, isn't an easy principle to follow at first. Attention from an hot girl messes with the average guy's head. He thinks he needs to do whatever he can to seize the opportunity, before she slips through his fingers.

Instead, you'll use techniques to make her think you're fitting her into *your* life, not the other way around. Then, when you've got her in “pursuit” mode, you can close the deal easily and effectively. In this program, you're going to learn a complete arsenal of **Deal Closers** so that you never let another opportunity pass you by.

As for getting stuck in the “friend zone” with a girl you like, that's going to be a thing of the past. You'll know how to frame yourself as a sexual, masculine, but *playful* guy who women are magnetically drawn towards—and *they'll* want to be much more than your friend!



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TIPS ON APPROACHING WOMEN by Dean Cortez

The aspect of **Mack Tactics** that really separates it from other “how to pick up girls” programs is that it give you the specific tools and information you’re looking for. Other programs give you vague advice that leaves you wondering how to actually *apply* it in the real world. **Mack Tactics** arms you with actual techniques for every situation...and the situation that makes a lot of guys *most anxious* is when they spot a beautiful girl and want to approach her, but aren’t sure what to say (or how to *follow up* their opener and engage her in a conversation.)



Well, it’s not just about knowing the right “openers” (although **Mack Tactics** contains a ton of great ones)—it’s about also knowing how to transition (or “bridge”) into the right type of conversation and keep things flowing in the correct direction.

Remember how I told you earlier about my buddy The Negotiator, and how he had *insane skills* when he talked to women?

Well, if you were to listen to him flirt with a girl you’d notice that he *never* asked the usual routine questions. (“So where are you from?” “What’s your job?” “What do you like to do for fun?” Blah blah...)

There was never any of this superficial “small talk.” He would have considered that a total waste of time—he was too busy flirting and making women vibe off of his positive energy. And when women asked *him* these questions, he would never answer them directly. He’d give playful responses that deflected her question, and then he’d throw an unexpected question at *her* that made her think, smile, and start sharing things about herself.

When you talk to women in a typical way, you invite them to react to you in a typical way.

If she’s beautiful, this means she’s *not* going to be interested in you. As soon as you start asking her the questions and saying the things she’s already heard from a thousand other guys, she will mentally put you in the same category as them—and she’ll want to extract herself from the conversation.

The Negotiator didn’t care about giving women the answers *they* wanted to hear. Instead, he controlled the conversation, asked really interesting questions, and took it where *he* wanted it to go. *Women would get swept up in what he was saying and go for the ride.*

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FOUR RULES TO REMEMBER FOR APPROACHING & CONVERSING WITH WOMEN

- **Don't ask her questions that can simply be answered with a "yes" or "no."** This can cause a conversation to stop dead in its tracks.
- **Never start by saying "I'm sorry," "excuse me," or "pardon me."** (This is an instant sign of insecure behavior. Remember what I said about women being attracted to men who convey status. A guy with high status isn't going to be *worried* that he might be a nuisance.)
- **When you approach a group, pay attention to all of them.** If you have your eye on one of the girls in the group, don't make your interest in your target obvious at first. Befriend all of them. If there are guys in the group, be sure to introduce yourself to them and act interested in what they have to say. If you ignore the guys, they will try to kill your chances of talking to the women.
- **Always be prepared to walk away from your target and do something else.** Demonstrate that you're not needy and clingy; don't worry that if you leave the girl's side for five minutes, that some other guy is going to swoop in and steal her. Step outside and make a phone call. Go and rejoin your friends for a while. Strike up a conversation with someone else standing nearby. Grab a drink at the bar and chat with the bartender for five minutes. If you succeeded in making your target interested and curious when you first approached and talked to her, she'll grow *more* interested if you leave her alone for a while. You are demonstrating confidence; you're showing that you're not "pinning your hopes" on her tonight; and she might start *worrying* a little that if she doesn't catch your attention again, you'll hook up with another girl.



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A

common mistake that guys make when they study “pickup” and start working on their game is that they continue to go out to meet girls accompanied by the same guys they’ve been hanging out ever since their days as an AFC (Average Frustrated Chump). The guy who now thinks he has some “game” enjoys being able to show off to his socially inept buddies. He feels good, knowing that he’s got some skills and can “show the other guys how it’s done.”

But when your buddies are socially awkward around women, don’t think that by hanging out with them, you’ll look cooler by comparison. Women may perceive you as the Head Nerd of the bunch. You won’t score any points this way.



So before we get into the specifics of **how to approach women**, let’s talk about how to lay the right groundwork. You can make the women in the room feel curiosity and attraction towards you *before* you walk up and start talking to them. This way, rather than making a “cold approach” (i.e. she has no idea who you are, or what you’re all about), you can “warm her up” and have her *looking forward* to the opportunity to meet you.

You’ll notice that men with high social status don’t hang out with groups of guys who are dramatically lower than them on the Dominance Scale. A well-dressed Alpha Male at a nightclub will hang out with other Alphas (or with women). The guys he is with might not be as Alpha as he is, but you can tell they’re not slouches, either. They’ve got game.

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You want women to recognize you as the coolest, most dominant guy among your group of cool friends. So, if you're the type of guy who enjoys going out to bars and clubs with your male friends to meet women, you've got to be selective about who accompanies you.

From the female point of view, your friends are a direct reflection of you. If your "tribe" is well-dressed, confident, and radiates positive energy—and you are obviously their leader—then you'll score tons of points with women even before they have the chance to meet you. You're getting a serious leg up on the competition. (By the way, your "tribe" can mean one other guy, or a whole bunch of guys. I know that in my own case, being in my mid-30s, I have few single buddies. But whether you're going out to socialize with one guy or six, they *must* represent you properly.)

Remember, **women are watching to notice how you conduct yourself**. They don't want anything to do with the nervous-looking guy standing at the bar by himself, pressing his beer against his chest while he scans the room. But they're always curious to meet the guy who is surrounded by cool-looking friends and having a great time with them.

One of the **10 Mack Commandments** in the program is, "wherever you're at is the place to be." This means when you go out to socialize, *you bring the party*. I'm not suggesting you get drunk and loud. Just make sure to always project the vibe that you, and whoever you're with, are enjoying yourselves.

Remember, the other women in this environment are *observing you and picking up on details*. I'm not just talking about when you're hanging out in bars or nightclubs. You could be sitting alone at a diner eating breakfast—and if you strike up a conversation with the waitress and get her laughing and chatting, it is going to be *easier* for you to approach that cutie who is sitting alone at a table. When women see that you are a social, confident person who other people respond to positively, they will *assume* that you are a person of higher value.



This leads into the next lesson, which is all about...

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Social Proof



Ideally, before you approach a woman she should observe you getting Social Proof from other people (besides the buddies you showed up with). Social Proof is a classic sales/advertising concept. Basically, as humans, we form our opinions on things—and people—according to what other people think of them. This is especially true in consumer culture. Every time a new “trend” sweeps the country and it seems like everyone is buying the latest gadget, car, pair of sneakers, etc., *more* people buy it simply due to the fact that others have given it massive **Social Proof**.

An amusing example of the power of Social Proof: in the United States, major celebrities avoid appearing in advertisements (usually for fear of looking like they’re “selling out.”) You’ll never see a major Hollywood star doing a TV commercial for a brand of liquor, or appearing on a billboard to promote a wrist watch. But stars like Brad Pitt, Leonardo DiCaprio, Jodie Foster and Gwyneth Paltrow have done large-scale advertising campaigns in Japan and China. Arnold Schwarzenegger did a commercial for a Japanese energy drink.

These stars don’t even the speak the language of the consumers they are pitching the product to—but foreign advertisers pay them boatloads of cash to endorse their product, because it carries enormous Social Proof.

Hey, if Brad Pitt says he likes a brand of coffee, it *must* be good...right? Well, not necessarily. But having his smiling face on that billboard is guaranteed to generate huge sales, simply because he has associated himself with that product.

And if women were to see you hanging out in a bar with Brad Pitt, and he’s laughing at your jokes and acting like he’s your best buddy...well, *neither* of you would have a problem meeting chicks that night!

So how does this principle translate into *your* world? Well, as I said, women are assessing you by your social ranking—and whenever a cool person “endorses” you, it raises your status in the minds of women. It indicates that you *must* have attractive qualities.

(What’s even better than having cool male friends who give you Social Proof? Having women observe you getting Social Proof from other women!)

For this reason, you’ve got to form alliances with the people who have status in the places that you frequent. I recommend that you have three or four “date spots” that you bring your dates to, and at every one of these places, you are on a friendly, first-name basis with the staff (and ideally, the manager or owner).

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When I discover a cool new place that has the potential to become one of my “date spots,” I always make an effort to befriend some of the people who work there. It’s easy to make these alliances; they always appreciate a patron who takes the time to tell them how much he enjoys their place and is curious to learn more about it.

If it’s a bar or club, I make friends with one of the hottest waitresses. I tip her more than I normally would, and get to know a bit about her.

And so, the next time I return to that bar, club, restaurant, coffee shop, or art gallery, and I’m bringing a date along, I receive instant Social Proof. The staff greets me by name. The bartender buys me a free beer. The super-hot waitress gives me a hug. The manager comes over to my table to say hello. Women notice these details, and they work in your favor.

The other night, I met a guy at a club who’s working on his game and he told me he goes to that club twice a week, every week, to meet women. And yet he didn’t know the name of a single doorman, cocktail waitress, or bartender. He had no idea who the manager was.

This is a classic mistake. When you discover a great new bar, club or restaurant, don’t measure success only by how many women you meet that night. The even greater success might be forming a friendship with the guy who runs the place. It will pay dividends in the long run.

Physical Dominance

Women have a core need to feel secure and protected. You can give her the sense that you are a “protector” by using simple, subtle gestures. Obviously, you’re not going to have the opportunity to demonstrate physical dominance until after you’ve approached and gotten to know her a bit. But I want to mention this while we’re on the subject.

- If you’re in a crowded environment (such as a bar, nightclub, or concert), place your hand lightly on her back and gently re-position her, and angle your body, so that you are “shielding” her from people who might bump into her. Don’t keep your hand on her. Just make this brief gesture to give her the sense that you’re physically “looking out” for her. Women notice and appreciate this.
- When you hold open the door for her (you should always hold the door open for a woman when you’re entering a room), place your hand on the small of her back and gently guide her through the door. Another very simple but effective way to establish yourself as her “protector.”
- If you’re leading her across a crowded room (usually this is at a bar, club or party), this is your opportunity to take her by the hand and lead her. Trying to hold her hand while you’re standing or sitting with her will often feel awkward,

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like you're trying to physically escalate too soon. But, it's perfectly alright for you to lead her by the hand when you are bringing her somewhere in a crowded environment. It's a great way to establish body contact, get her comfortable with your touch, and allow you to gradually escalate to more intimate touching later on.

So, now that you understand how to convey your status and dominance to women—beginning when she first lays eyes on you—let's talk about specific approaches that you can use to begin the interaction.

First, I want to give you a quick exercise that will help you begin to sharpen your approach & conversation game. Use a hand-held audio recorder, or the audio recorder on your computer (most laptops have this function) to record yourself the next time you chat with a friend. Try to not be conscious of the fact that you are recording your speech. Talk in your normal tone of voice.

Afterwards, play back the recording. Notice the “stall words” you use in your speech. Practically all of us use them.

Stall words include:

“Um...”

“”Uh....”

“You know?”

“Y’know what I mean?”

“Like...”

Some guys use these stall words/phrases *constantly* when we talk. We use them for two reasons:

#1 To buy our brains some time, as we figure out what we want to say next

#2 To try to get the other person to agree with us and encourage us (which shows insecurity)

I want you to work on *eliminating* these words and phrases from your speech. When you're talking to a girl, they radiate insecurity. The next time you're talking to a girl, be aware of whether you use these words. If you do, catch and correct yourself. Back up and say the same thing again—and this time, do it in a sharp, clean way that eliminates the “stall words.”

Another thing I've noticed when hanging around very successful people is that they don't waste a lot of words. They know their time is valuable, and this is reflected in the way they talk. It is direct and to-the-point. They also know that *what they have to say* is valuable.

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A guy like Donald Trump isn't going to use phrases like "um, y'know" or "y'know what I mean" when he's on a conference call with his investors or partners! He expresses himself clearly and effectively, so that he can wrap up the call and get on to the next task. Time is money! He puts huge value on his time, and so should you.

How To Start The Conversation

When you use one of the openers we teach in **Mack Tactics**, the goal is to accomplish four things:

- #1 The opener does not remove her from her "comfort zone." You never want her to feel threatened or uncomfortable when you approach and start talking to her.
- #2 It captures her interest and attention (or the attention of the group she's with)
- #3 It displays a positive aspect of your personality (your confidence, humor, knowledge, curiosity, or playfulness)
- #4 It serves as a "bridge" that will lead into an interesting and unusual conversation. (Unusual is a *good* thing. You don't want to carry on a predictable, typical conversation that she's probably had before with 100 other guys—you must *stand apart*.)

To learn the complete "blueprint" for approaching and conversing with women, click here and try out Mack Tactics for 60 days, risk-free!



I promised you this S.W.A.T. Guide was going to be **loaded** with kick-ass information. So, what you're about to read are some powerful excerpts from our best-selling books, **M.A.C.K. Tactics Volumes I & II**.

These books contain **over 300 pages** of hardcore information, covering everything from style tips, to approaches and conversation techniques, to taking her home and closing the deal. Along with your purchase, you'll receive several hours of video instruction which you can download straight to your computer, **AND** several bonus e-books...

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EXCERPT FROM CHAPTER 5 OF “M.A.C.K. TACTICS: VOLUME I” : CONVERSATION CONTROL

**“Wise men talk because they have something to say;
fools, because they have to say something.”**

- Plato

There’s a joke about two little kids, a boy and girl, taking off their clothes so they can play a game of “doctor.” The boy points to his equipment and teases her: “I have one of these and you don’t.” The girl points between her legs and replies, “I’ve got this, so I can get as many of *those* as I want.”

This joke illustrates the basic mentality of most good-looking women. They know they’ve got what men want, and that men are willing to chase it. Attractive women are used to men bending over backwards to please and impress them—and you can’t blame them for it, because men are eager and willing to go down that road.



Subconscious Signals



On a subconscious level, women are looking for a man to mate with, one who possesses good genetic qualities and is masculine enough to protect her and their offspring. “Protecting” her doesn’t necessarily have anything to do with physical strength. A Mack radiates strength through his words and actions...the way he makes her *feel*.

For instance, demonstrating that you are *decisive* is a very important way to convey strength. *Loyalty* and *commitment*

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are other forms of strength.

These are things you should imply rather than say outright. By telling her a quick little story about how you came through for a friend of yours—because you’re *committed* to your friends, and you feel *loyalty* is important— you’re planting seeds in her mind that you possess these qualities. This type of story can be simple, and you can tell it at any time. You don’t need to wait until the subject of loyalty comes up. Just create a segue.

Here’s an example:

HER: “My job has been so crazy lately (blah blah...)”

YOU: “I’ve also been busy with new projects. And on top of that, my friend Michelle asked me to help her move on Sunday. I’ve got to her place at the crack of dawn. I’ve got a big party to be at on Saturday day, so I know I’ll be exhausted, but she’s been there for me in the past and she’s earned a place in my inner circle. I told her I’d help her, and one thing about me is that I never break commitments.”

There it is. You stressed how much you value loyalty and commitment. (You also pointed out that you’ve got female friends in your inner circle, which implies that you’re popular among women.) Plant these seeds, and she’ll take note of them.

Women are always filtering our words and actions through their mental computers. And don’t forget, while we’re always looking for reasons to *qualify* attractive women, their minds are searching for reasons to *disqualify* us. Remember what we said about women having this natural defense mechanism.

If we meet a good-looking girl, we’ll often overlook the deficiencies in her character and her personality, or habits of hers that we would never tolerate in our guy friends (or an unattractive girl), because we’re focused on getting her into bed or dating her. Women, on the other hand, seek to disqualify men. Later in this book, we’ll explain how this works in more detail.

You could have highly attractive qualities—whether it’s your physical appearance, your job, or your sense of humor—but if you show weakness in a certain area, she may mentally disqualify you in an instant.

Some guys trigger all kinds of “red flags” when they talk to women, and never realize where they went wrong. Have you ever been on a date that you thought went well, and even though you didn’t hook up at the end of the night, you figured there was a serious possibility that she would become your next girlfriend? But when you called her to arrange a second date, she was suddenly extremely “busy” and couldn’t commit to making any plans—or didn’t return your phone call?

Before I got my own game in order, that sort of thing happened to me all too often. I couldn’t understand it. I’d meet a girl, she’d enthusiastically agree that we should hang

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out again, and then she'd be impossible to make plans with.

It's now clear to me what I had done in those situation that had caused women to disqualify me. I'm able to identify the things I did, and said, that raised little red flags in her mind. Sometimes, one is all it takes for her to dismiss you and move onto the next.

Women disqualify men for instinctive reasons all the time. The other day, I was talking to a sexy friend of mine, Christine, about a blind date she'd been on the night before. She said the guy had been sweet, funny, generous and quite handsome. He brought her flowers, and took her out to a restaurant where their dinner and wine cost over \$150. But after they said goodnight, she had no desire to ever see him again. **She'd disqualified him.** I asked her why, and she couldn't really explain. She said "I don't know, I guess I just didn't feel the right chemistry."

I asked her to explain the date in detail, and it became obvious to me what he'd done to turn her off. He'd acted too eager. He told her, on that very first date, how he was looking for someone to settle down with. At the end of the date he told her "I really like you, and I think there might be potential for a relationship here." Then he asked her if she was available the following night to go out again.

He thought he was being sincere and honest. But what he was actually doing was surrendering control. He was letting her know, "I'm yours if you want me, now it's up to you."

To Christine, he no longer presented any sort of challenge. Also, by trying to set up a date for the following night, her mind registered another red flag—that he might be the clingy, possessive type who constantly wanted to be with her, because he had little else going on.

If a guy broadcasts the message that he is totally, utterly single, without another women in his life, how desirable can he be? Women will wonder, "What's the catch?" There must be something about him that turns women off—possibly a very serious flaw. Most women would rather cut him loose than stick around and find out what his personal issues are.

One of the themes you'll find throughout this book is that **by limiting your availability to women, you make yourself more attractive.** Once you've built a relationship with a girl and connected with her on an intimate level, you can spend more time with her and make yourself more available. But in those opening stages, when her female intuition is on high alert and trying to determine her level of attraction towards you, always being available can kill interest. Don't be an open book; present an element of intrigue and mystery.

In reality, the concept of "chemistry" is a figment of the female imagination. As a Mack, you can *manufacture* a sense of chemistry and make her feel that it exists between the two of you. By simply applying the right Tactics, you can make her feel

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like you're the guy she was" destined" to meet.

First Impressions

When it comes to starting the encounter, some so-called experts say you shouldn't tell her your name right off the bat. They claim that you should say hello, but wait until she tells you her name before you give up yours. If she does offer her name, their theory goes, you then know that she is genuinely interested in knowing you. Then you proceed from there.



This is a defeatist attitude. You're waiting for the go-ahead instead of taking command. Whenever a Mack steps to a girl, he knows he is the one running the show. He never comes off cocky or arrogant, but is confident in the knowledge that he's the one dictating how the encounter will proceed.

When dealing with women you're trying to build a relationship with, never for permission. When you ask for permission, you're giving her the option of saying "no." You also want to maintain a sense of control; maintain the attitude that you're letting her be a part of your world, not hoping to be apart of hers.

Remember, this attitude carries over beyond the initial approach.

Never ask, "excuse me, do you mind if I ask you something?"

Never ask, "Can I buy you a drink?"

Never ask, "So can I call you sometime?"

Never ask, "Do you want to go back to my place?"

Tell her your name, look her in the eye and smile, and shake her hand. We call this the "three-point intro." This is the single greatest way to convey your self-confidence. Your name is who you are, and you are a person worth knowing.

"Hi, I'm Dean and I have to tell you, you have a cool sense of style. I need to go shopping this weekend to pick out a birthday gift for my friend Jessica, let me get your advice real quick on something..."

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The “Female Perspective” Approach

Here’s a clever approach that can be highly effective. It’s an especially strong ice-breaker if you want to approach a group of females, which is normally an awkward situation.

Let’s say you’re in a club and you spot a hammer you want to talk to, but she’s surrounded by three girlfriends. You pretend like you’re walking past them, and then you stop and say to them:



“Hey—I need to get a female perspective on something. This will be quick, I’m kind of in a hurry...”

Then you ask them a question that involves two things: a friend of yours, and his ex-girlfriend. Why ask them about this stuff? Because women always have strong opinions when it comes to stuff like breakups and cheating. It’s practically guaranteed to spark a lively, funny conversation.

I’ll start by saying, “My buddy Mike over there (*I’ll point to some friends of mine across the room*) broke up with his girlfriend, and there’s a friend of hers that he really wants to ask out. Of course his ex-girlfriend probably won’t like that too much, but what do you think? Is there an “acceptable time frame” between when you break up with someone, and when you can ask out one of their friends?”

Typically, the girls (or girl) I pose this question to will immediately jump in and start debating it. Then I’ll tell a quick story about *why* Mike and his girlfriend broke up, and this will inject even more energy into the conversation:

“By the way, you *won’t believe* why Mike and his girlfriend broke up. Somehow she found out the password to his email address. She checked his email and saw a message from some other girl, telling Mike it was great to see him the other day and she wants to see him again soon, yada yada. So, Mike’s girlfriend confronted him about it. He wasn’t cheating on her or anything, the girl who emailed him was just an old friend from college who he bumped into -- but my question is, do you think she had the right to check his email? Be honest: would you check your boyfriend’s email once if you knew his password?”

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How the girls answer this question isn't really important. Get the opinions of the group, and let it flow. If the purpose of your approach was to get to know one of the girls in the group, don't make it obvious who your target is. Talk to them as a group, and after the conversation flows for a couple of minutes, introduce yourself by name and get their names. Then you can start subtly shifting your attention towards the girl you are interested in.

You can come up with endless variations on this "cheating story." (Instead of checking his voicemail, the girl in the story could have found out his email password.)

The point of these stories isn't to get into a debate about boyfriends and girlfriends and cheating. The idea is to break the ice and get in the door, whether you're approaching a solo girl or a group.

Talking to girls about *cheating* is like throwing out a piece of bait that you know they're going to snap up! Ask them why they feel the way they do, and express solidarity: "Yeah, I can see why you would feel that way." "I guess you're right. I hadn't thought of it that way." "Have you ever been in a situation like that?" Etc.

Now, notice the prefacing statement in the above stories. The approach includes a statement like, "I have to get back to my friends in a minute (or a second)..." or, "I'm kind of in a hurry, but let me ask you something real quick..."

Implying that your time is limited is very important. By establishing up front that you can only chat "for a minute," you're easing the main concern that women have when a guy they don't know approaches them: that he's going to start talking...and talking...and overstay his welcome.

Once you're in the door and the conversation is flowing, you're not going to leave after a minute to rejoin your friends. (Maybe you don't even have any friends with you!) One of the big concerns women have, when it comes to chatting with a guy they don't know, is that he'll try to monopolize their time. This forces the woman to awkwardly excuse herself. (She'll often use the line, "I have to go find my friends.")

Also notice that with the above approach, *you are not asking permission* to get their perspective. You didn't say, "excuse me, do you mind if I ask you a question?" Or, "do you mind giving me your perspective on something?"

When you ask permission, you're giving her the opportunity to turn you down—and women often will, rather than taking a chance on granting a stranger permission to enter their personal space.

So instead of asking permission, you mention how you need to get back to something in a second, you tell the girl (or the group) that you want to get a quick female perspective, and you launch into your story. A story that involves cheating or relationship drama is usually the right hook.

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Or, you might try this one: **“I’m planning a surprise birthday party for my friend Jeff, and I’m trying to decide between an 80s theme, or doing a Roman toga party thing. What do you think?”**

Now transition it into a funny discussion on 80s music, and your favorite cheesy bands from that era...

“A toga party would rock, but I’m learning towards the 80s party because I’d get to be the DJ. I’m already imagining the play list on my iPod. Journey, Duran Duran, the Go-Gos, Bananarama, Men At Work...help me out girls, what groups am I forgetting?”

The Mack Tactics program is jam-packed with cool, unexpected ways to approach girls, start conversations, and most importantly guide every conversation towards the result you are looking for—whether it’s getting a phone number, lining up a date, or bringing her back to your place for a Same Night Lay.

Great Expectations

A Mack motivator to keep in mind: if you’re in a social environment such as a nightclub or a bar, and are feeling reluctant about approaching women, remember that the single women are there because they *want* to be approached. If they wanted to be left alone, they’d be at home. They spent a considerable amount of time and expense on their hair, makeup and outfit and they want to be in the mix; it’s just a matter of who they want to be in the mix *with*.

If you present yourself as a way for her to have **more fun** this evening, you’re in the door. This is why your energy level should be at the same level as the girl (or group of girls) you are approaching, or slightly higher.

Remember Mack Commandment #2: “Wherever you’re at is the place to be.” If you happen to find yourself in a less-than-ideal environment (a wack nightclub, a bar with absurdly overpriced drinks, a party with lousy food, etc.) keep these feelings to yourself when you converse with women. You’re out tonight to have a good time and project positive energy no matter what—and because you’re there, it must be “the place to be” tonight.

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Remember: Control, Don't Dominate



“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

- Dale Carnegie

So you made your intro, and now the two of you are chatting. This convo is how it all begins. It's the delicate dance in which the Mack presents himself in the best possible light, gets a read on this woman he's dealing with, and begins to guide the encounter.

The average guy won't attempt to control the conversation; he “goes with the flow.” He figures as long as the woman keeps talking to him, he's doing okay. But “going with the flow” usually means the conversation stays stuck in neutral. It's only a matter of time before it runs out of gas. When it does, if this is a girl he just met, she's going to figure out a way to excuse herself. (“I need to go find my friend” is a classic.)

Instead, you want to shift this conversation into high gear right from the start—and **control the tempo and the topics.**

Now, when we say “control,” we don't mean “dominate.” You're not running your mouth or telling long-winded stories. You're never coming off as aggressive or overbearing, which are signs of desperation.

Your goal is to guide the conversation without her knowing it. You will steer it in a direction that builds a bridge between you and her, creating a subliminal (and eventually a physical) bond.

Instead of wasting time with superficial small talk, every story you tell, and question you ask, should have a purpose—whether it's to strengthen the bond, gather Intell about her, draw attention to your positive qualities, or amplify her attraction towards you.

Always keep Mack Commandment #8 in mind: “Three-Quarters of Macking is Listening.” When you assume the role of the listener, instead of the talker, she reads you as a cool, nonchalant guy who's sincerely interested in her and isn't **trying** to make

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anything happen.

Your vibe should say, ***“I could be hanging out with a lot of different girls right now, but I’m going to give this one a chance.”***

Guiding Force

Look for ways to *guide* the conversation towards your positive qualities. You want to mention them without lingering on them; the idea is to “plant seeds” rather than talk about yourself.

Travel is an excellent topic to move the conversation towards. If you’ve seen some interesting parts of the world, talking about it makes you seem worldly, sophisticated and adventurous—all qualities that women like. A man who travels is a man who can take her places.

To get on the subject of travel, simply wait for an opening, then slip in sentence that references one of your travel experiences.

For example:

Her: “So do you like your job?”

You: “I love what I do, but I’m so looking forward to getting back to Italy when I take my next vacation. I’ve visited a lot of countries but Italy is my favorite, I’ll have to show you my pictures...”

You are now **off** the topic of jobs—a subject that naturally elevates our stress levels—and moved onto the exciting subject of international travel. You get to tell her about your experiences in an exotic destination. (If you spent the whole time getting wasted and chasing women, omit those details.) Talk about the interesting things you saw, the food, the funny details you noticed about the culture. Spark her imagination. Paint the picture. Allow her to visualize it.

**** NOTE:** You've also set up a reason to bring her back to your place later – to show her the pictures from your trip. We cover these strategies in depth in our "Closing the Deal" chapter: ways of bringing her back to your place, and escalating it to a sexual level, in a way that feels *natural* and *comfortable* to her.

Keep it brief, hit the high points, and make it clear how much you love traveling and mention the places you plan to visit in the future. She’ll be thinking about what it would be like to join you.

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If you haven't visited any exciting foreign cities or countries, it means you need to do some Mack Preparation before your next mission. Think of some places you'd love to visit someday, the more exotic the better. Research them on the Internet. Learn some facts and background.

The next time you're in mid-conversation with a female, you say "I'm thinking about buying a ticket to (insert country), I hear it's beautiful this time of year. Have you ever done that—just bought a plane ticket on a whim, and gone somewhere totally different?"

The basic effect is the same. You're establishing that you're not like most guys; you're worldly, spontaneous, and want to experience other places and cultures. Her brain registers this. You've placed yourself in a category above the average unsophisticated guy, most of whom don't even own a passport.

Creative Phrasing



The average guy feels awkward about approaching girls because he worries his opening lines will sound obvious and cliché. He doesn't have anything clever to say and knows he'll have to resort to something along the lines of "So, do you come here often?"

Once you've made your three-point intro, you can start the conversation with a simple question along those lines. The trick lies in how you phrase it. We refer to this concept as "Creative Phrasing." This means re-wording the question so that it sounds fresh and original, and prompts her to give thoughtful response.

If she's well dressed—this could be as simple as a nice-fitting pair of jeans—compliment her on her outfit.

Attractive women take great care with their appearance. If you spent two hours at the mall shopping for the outfit you've got on, and spent an hour getting your hair just right, wouldn't you want to be noticed? Wouldn't it feel nice to have a stranger recognize the time and effort you put into how you look? There is no reason to feel shy about paying a girl an original compliment.

The key is to **be specific**. If she's wearing an eye-catching skirt, blouse, or shoes, or has an stylish purse, single out that aspect and compliment it. **Never compliment her on how beautiful she is.** That is a deadly cliché which attractive women hear on a daily basis from over-aggressive guys. Tell her she has great *style* instead. No woman ever gets tired of hearing that.

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Attach a question to the compliment, and you'll open the door to conversation. "I just wanted to tell you that I noticed your outfit. I love that color on you. I'm just curious—where did you get that dress?"

If the girl is fashion-conscious, which is very likely the case, then it's a subject she enjoys talking about. Chances are she'll tell you where she bought it. If she wonders why you asked, tell her you need to shop for a birthday present for a girl you work with, and thought that the item you noticed (purse, skirt, shoes, etc.) might be a good gift.

This compliment/question accomplishes a number of things. You're showing that you noticed a specific detail about her, while most guys only stare at her body; that you appreciate good style; and that you have female friends, and are thoughtful enough to buy them birthday gifts. What woman would be turned off by those qualities?

Now that the door is open to a conversation, you're going to act casual and nonchalant. But remember, **everything you say from this point forward is calculated.** You are going to pose questions, give answers, and guide the conversation with an "invisible hand."

If you are in a nightclub/bar, **do not offer to buy her a drink at this stage.** It may seem like the natural thing to do, but it's too soon for you to lay out cash. First, you need to get things flowing and determine whether this girl, regardless of how good she looks, is worth your time and money.

You are the Mack, and the Mack is the one in charge of the encounter. Adopt the mindset that it is yours to continue, or cancel. You can always move on to the next.

Questions should be creatively phrased to avoid giving her the option of a simple "yes" or "no" answer. You want her to open up and talk, not respond with a single word. Relating this principle to law enforcement, there is a trick that cops use when they're trying to get a crook to spill the beans.

Let's say a cop suspects a guy of robbing a house on Main Street last night around midnight. The wrong way to phrase the question would be, "Were you on Main Street last night at midnight?" This allows the suspect to simply answer "no" and leave it at that. It is an easy question to dodge.

The more effective question is always, "Where were you last night at midnight?" Note the difference. Now the crook is forced to elaborate and come up with an explanation. He may hesitate (which indicates guilt), or he may be forced into a lie (which can be turned against him).

Not that you'll ever want to take an "interrogation" tone with women, but understand the difference between asking a yes/no question, and encouraging a more thoughtful response.

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Wack question: “So do you come here often?”

Mack question: “You seem like a girl who has her finger on the pulse of this town. Tell me your top three spots when you go out on the weekends.”

Word Power

Negotiators constantly use Creative Phrasing with hostage takers. One example is how a Negotiator will never use the word “gun.” Instead of saying, “I need you to lower that gun,” he’ll say “I need you to lower *that thing*.”

Why? Because the word “gun” carries violent connotations that might make the hostage taker more excitable. Calling it a “thing” diminishes the weapon’s power.

Apply the same principle when a girl talks about her boyfriend or ex-boyfriend. Never refer to him by his name; refer to him as “that guy,” thereby diminishing his significance. He is not an actual person to you. He is a figment of the past, not even worth discussing.

HER: “My ex, John, was a liar and a cheater. We were engaged and I found out he was screwing my best friend...”

YOU: “It sounds like *that guy* didn’t respect you, but I know you’ve moved on and that’s a positive thing. So let me ask you something: are you a puppy person, or a kitten person? I’ve been thinking about getting a pet and I’m wondering which way to go...”

Get her on the subject of “puppies and kittens” and watch her start smiling and chatting away! Then take it to the next step, as we explain how in the **Mack Tactics books**, and inject your “follow-up”:

“That’s interesting, because I think you can tell a lot about a person depending on whether they prefer cats or dogs. I’m leaning towards getting a dog because I love how loyal they are. Loyalty is big with me. But I could *totally tell* that you’re a cat person, because you have this really independent vibe...”

You’ll never get into another conversation with a woman without a *ton* of ammunition to keep it flowing...and the whole time, you’ll be scoring points with her and increasing her interest. Those were just a couple of quick examples.

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A Note On Jobs...

A standard question women will ask is, “So what do you do?” (Especially if you’re in a big city like New York or Los Angeles, where people tend to be career-oriented.)

As a Mack, you’re not the average guy. This means you don’t give standard answers to standard questions. You should always put an original spin on things and maintain a power position.

Say with a playful smile, “I’ll tell you what I do, since you asked, but if I answer then you have to answer one of my questions.”

(A good question to then ask her: “So tell me something about yourself that most people would never suspect.”)

Then, answer her question succinctly by simply telling her what industry or field you work in. Do not launch into an explanation of what your job entails; this sounds self-centered and might bore her. If you have a lofty-sounding job title, such as Executive Vice President of something or other, don’t bother mentioning it. If she is genuinely interested in hearing specifics about your job or career, she will ask. This is when you can go into more detail.

If you have a job that is less than impressive, don’t lie; just mention the general industry. The succinct answer lets you move off the topic and on to something else. This is a principle we call **Articulate Avoidance**.

Whether you have a lucrative career or not, give the impression at first that it isn’t terribly important to you. Portray yourself as confident but modest, like you’re the type of guy who doesn’t want women to be attracted to him because of his career or his bank account—just as they don’t want men judging them solely by their looks.

WACK RESPONSE: “I’m an assistant branch manager at the local bank.”

MACK RESPONSE: “I’m in the financial industry. The hours are long and it’s challenging work, but I’m good at what I do and I love my job.”

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From Wack to Mack

As you converse, use **Creative Phrasing** to put a spin on other cliché questions.

An example of a cliché question when you're chatting with a girl would be, "So what kind of music do you like?"

In response to a generic question, she'll probably give a generic answer: "Umm, I don't know, I like all kinds ..."

Lame question, very lame answer, and you've made absolutely no forward progress. Instead, give the question an original spin by incorporating it into a quick story:

"You know those contests they have on the radio where they ask a trivia question, and if you call in and answer it, you win a pair of concert tickets? Today they were giving away front-row tickets to (insert your favorite band). I must have called 10 times trying to get through, but no luck. Let me ask you, if you could win front-row tickets and a backstage pass for any concert, who'd you want to see?"

If she answers with an artist/band that you also dig, then cool—you've got a subject to talk about that gets her enthusiastic. Otherwise, tell her, "I have to admit I'm not that familiar with (insert her pick). I just bought an iPod and I want to load it up with new music—what are some songs of theirs that I should download?"

If you're in a nightclub, the creatively phrased question might be, **"If you could jump in the DJ booth right now and play one song to take this party to another level, what song would it be?"**

Another example of a weak question, followed by a way to phrase it creatively:

WACK: So who's your favorite actor?

MACK: Who's your "ugly celebrity crush?"

When she asks you what this means, explain to her that every woman has a "secret crush" on a celebrity who most people wouldn't say is sexually attractive. A few years ago, the comedian Will Ferrell was the answer a lot of women gave. At the time that I wrote this book, it was the comedian Seth Rogan—who may be on the chubby, shlubby side, but his sense of humor is killer. I also remember a lot of girls giving "Tony Soprano" as their answer, back when *The Sopranos* was the hottest show on television.

I have to credit my buddy "Sinn" for the "ugly celebrity crush" tactic. (Sinn's "ugly celebrity crush" is the musician Pink. Not that she's ugly, but she's not exactly a typical

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female sex symbol. Sinn will tell girls why he digs her bad-ass, Alpha Male-type attitude and how her songs make fun of today's bland, superficial pop stars. Cool stuff to chat about with a girl.)

Sinn taught me a ton of cool ways to flirt with women and inject **sexual energy** into your conversations. He's one of the most notorious and knowledgeable pickup artists in the game, and you can learn more Sinn's legendary pickup tactics by clicking here:

Secrets Of Sinn: How To Avoid The “Friend Zone” And Accelerate The Seduction

Just remember that whenever you pose one of these questions to a girl, you must always have your own answers ready to go—along with an interesting explanation of *why* that song/band/actor/book/travel destination/etc is *awesome*. Your answer should communicate one of your own positive qualities.

You can also preface a Mack question with a short story. Here's an example of a boring, unimaginative question—followed by a story/question that will spark a much more interesting and dynamic discussion.

(The idea isn't for you to *memorize* this stuff. We're just demonstrating ways in which basic questions can be rephrased in interesting ways. Come up with 'mini-stories' of your own that you can plug into these situations.)

WACK TACTIC: “Have you seen any good movies lately?”

MACK TACTIC: “My buddy Mike called me today to get my opinion on something. He's about to have his second date with a girl he really likes, and he invited her to his apartment to cook dinner for her. Now he needs to figure out what movie he should rent for them to watch together. Something funny and romantic. What would you suggest?”

Talking about her favorite romantic movie is guaranteed to get her smiling and experiencing positive memories. Tell her about the movie *you* were thinking of suggesting, and briefly describe your favorite scene.

Make a Mack Mental Note of her answer: if you wind up having her over to your place for a “movie night,” you know which DVD to have on hand.

WACK TACTIC: “So what kind of food do you like?”

MACK TACTIC: “I have to arrange a birthday dinner for my friend Melissa and I'm trying to find someplace different that none of us have tried yet. What's the last really good restaurant you went to around here?”

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This question opens the door for you to then talk about your own favorite restaurants. Establish that you're a guy who appreciates good food and good service. If you like exotic cuisine, even better—it shows that you have broader horizons than the average guy.

Here's the bonus tip: once you know a restaurant that she loves, you can use it as a suggestion when you eventually take her on a date. (Assuming that it's not too expensive; we'll explain this in our "First Dates" chapter.) She'll be impressed that you remembered it. Most guys wouldn't.

Creatively phrased questions force her to think and respond in a genuine way. Remember that effective conversation means connecting with her on a one-on-one level. You're getting to know things about her, and she's getting to know things about you—but only the things you are *allowing* her to know.

Humor

Women say it all the time: a sense of humor is a very desirable quality in a man. This gives hope to a lot of guys who aren't confident in their looks, but are quick with words. The problem is that for most "funny" guys, their sense of humor is a defense mechanism. They're insecure about trying to **connect** with women, so they keep things light and try to make a joke out of everything.

Don't think that just because you're making her laugh that you're building any real connection. The more she laughs, the less she is focusing on romantic possibilities.

There is also a big difference between humor and wit. Humor is a hand grenade; wit is a sniper rifle. You want to demonstrate the latter quality instead of being the guy busting out joke after joke, or trying to be the life of the party. It's better to pick your moments to make witty comments and observations.

If you possess a sharp sense of wit, you've got a great advantage with women. If not, the good news is that this is a skill that can be developed. The best way to do so is to listen and learn from your favorite comedians. Notice the topics they riff on and the way they deliver their punch lines. Usually, the more "straight" their delivery is, the funnier they are. As you build yourself as a Mack and learn more about music, movies, books and current events, you will be able to make more clever observations about things.

Save the rapid-fire one-liners and raunchy stories for when you're hanging with your buddies, and stay away from telling drawn-out jokes (i.e. "Three guys walk into a bar...").

Just think of how uncomfortable it feels when someone you barely know starts telling a long-winded joke at a party: you're all standing around waiting for the punch line, at

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which point you're required to pretend it was hilarious, just to be polite. (Besides, the funniest jokes are usually the dirty or politically incorrect ones, which may offend her.)

Also, when you're around women, don't tell jokes at the expense of others. Don't crack jokes about any of your buddies; not only is that being a lousy wingman (as we'll explain in the upcoming "Wingmen" chapter), but it can create an awkward atmosphere. And if you've got a self-deprecating sense of humor, keep it in check. Your goal is to build yourself up in her eyes, not knock yourself down.

Remember that while the occasional well-timed line can make you look sharp and clever, your primary focus should be listening, guiding the conversation and strengthening the bridge. Really, one or two clever, funny comments are all it takes to show her you possess a sense of humor. No need to keep the jokes coming one after the next.

Minimal Encouragers

As you converse, you're letting her do much of the talking. Resist the urge to jump in and start telling her what **you** think. Instead, use Minimal Encouragers—a technique used by Hostage Negotiators—to keep things flowing.

Some examples of Minimal Encouragers are:

- **"Wow, it seems like we're really on the same page. Tell me more."**
- **"I was thinking exactly the same thing."**
- **"I feel the same way. We definitely have some things in common."**
- **"That's an interesting concept. Tell me how you came up with it."**
- **"Is that right?"**
- **"So how did that make you feel? I'm just curious..."**

Women deeply appreciate a man who listens and empathizes. As she tells you more about herself, and you acknowledge and appreciate what she's saying, it reinforces the bridge you're building between the two of you. Every time you agree with something she says, or tell her you feel "the same way," you make her feel good and give her ego a little boost.

When you give her validation, she's going to crave more of it. The more interested and thoughtful you seem, the more thoughtful she will be with her answers. She'll be trying to impress you, whereas normally it's the guy who is in the position of talking (rather than listening) and trying to say all the right things.

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EVERYTHING is Negotiable

In the “[Mack Tactics: Ultimate Edition](#)” program, you’re going to learn many different ways to apply **Negotiator tactics** to the way you deal with women. This keeps you in control of the situation at all times, whether it’s the opening conversation or you’re in a relationship with a girl.

Here’s one example:

A common situation that Negotiators face is the guy who’s holed up inside a house with his woman, threatening to kill her (or himself) because he found out she’s been cheating on him. The Negotiator will identify and empathize with the hostage taker and become his “fellow traveler.” He will explain how it would make **him** feel if he was put in that same type of situation. By doing so, the Negotiator creates a bond between himself and the subject. He “understands his pain.”

So let’s say she brings up the fact that her best friend has an abusive boyfriend who beats up on her. This is a mood killer that you don’t want to dwell on, but you don’t want to sound dismissive either. The correct way to play it is to use Articulate Avoidance: “I think any type of violence against women is totally unacceptable. I think about something like that happening to my mother, and I can imagine how it would make me feel.” Then you segue to another topic.

The above example of Articulate Avoidance also accomplished a secondary goal. You mentioned your mother and implied how much she means to you. Women notice this; a man who treats his mother well is likely to treat her well. You don’t want to overdo it—there’s nothing sexy about a “mama’s boy”—but the occasional mother reference will plant another seed in her brain, that you’re a guy who loves and appreciates women.

Conversely, if you complain about what a pain in the ass your mother is, that plants a very negative seed. If a man can’t appreciate the woman who brought him into this world, how can he truly appreciate any female?

Your goal as a Mack is to transport her into another reality—a “comfort zone” where the problems and evils of the world do not exist. You want to keep the focus on fun, exciting subjects that stimulate romantic possibilities.

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Advanced Mack Maneuver: “Polite Interruptions”



Once you're in a groove and the conversation is flowing, inject a “polite interruption.” While she's telling you a humorous story (which women will often do), give her a slight touch on her forearm—or if you're sitting next to her, on the leg—and pay her a quick compliment.

“I'm listening, I had just had to tell you—you have the cutest smile while you're telling this story. I'm sorry, go on.”

If there's a good vibe between you, this should cause her to smile and blush. The trick is to say it like you couldn't help yourself. When she returns to telling her story, the chemistry between the two of you should be stronger. That slight bit of

body contact has just removed the invisible barrier between you. From this point forward you should be leaning in closer, narrowing the physical gap.

In the “[Mack Tactics: Ultimate Edition](#)” program, we go into detail about how to establish and build body contact in a way that seems subtle and natural. The polite interruption is an excellent method for starting this chain of events, which, if done correctly, will eventually lead to the bedroom.

Baiting Questions

Be careful about “**baiting questions**” that women may ask you. Females have crafty tactics of their own and might slip in an innocent-sounding question in an attempt to expose a chink in your armor. If you give the wrong answer, it may extinguish any interest she has in you.

A common baiting question women ask is, “So how come you don't have a girlfriend?” This is never an innocent question. There's an intention behind it: she's trying to gauge whether you're a “player” who bounces from one woman to the next. Or, maybe you've got some defect that turns women off.

Answering in a cocky way is the wrong move. Don't say something like “I like to play the field,” or “I've date a lot of different girls, I'm just not ready to settle down.”

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Instead, **answer in a way that separates you from the herd.** Tell her, “I’m not in a hurry—a serious relationship isn’t something to rush into. When the right girl comes along, I’ll be ready to make a commitment.”

This is the honest truth: as a Mack, you’re not in a rush to make anything happen, but you’re prepared to capitalize when opportunities arise. Now that you’ve answered her question, move to another topic. Don’t let her start asking you specifics about your exes. (Another question they always seem to ask: “How long was your longest relationship?”) You want to keep her focused ***on the present moment***, and the possibilities that are blossoming between you and her.

Another baiting question we’ve been hit with involves the ménage a trois. Every guy has fantasized, or at least wondered, about getting it on with two women at the same time. There is a small percentage of women who are open to this idea, but most are definitely *not* down with it. They may think you’re a dog for even admitting that it turns you on.

If a girl asks you what you think about two-on-ones, no matter how sexually liberated she may seem, don’t take the bait. You run the risk of planting a poisonous seed in her mind, that you’re a typical horndog who’s more interested in casual, freaky sex than committed relationships.

Tell her, “I guess everyone fantasizes about it at some point, but I’d much rather be in a one-on-one relationship with someone that I can trust.”

Another one they might ask is the cheating question: “Have you ever cheated on one of your girlfriends?” A lot of guys have fooled around during a relationship at least once in their life, and some are under the impression that it’s OK to admit this. They may think they score points by being honest, or that it sends the message that they’re a virile stud.

Again, don’t take the bait. It’s never a good idea to talk about your past sexual conquests, whether they involved cheating or not. Shut this baiting question down by talking about the future instead: “It’s not my style. When I’m in a relationship I expect the other person to be loyal and committed, and I hold myself to the same standard.”

I once deflected the cheating question with a clever story. I told the girl...

“In the Mafia, it’s traditional for guys to have their wives, and their ‘goomahs’—y’know, their mistresses. But I heard a story once about a Mafia boss who looked down on the guys in his family who had goomahs. He actually had a hard time trusting them. His attitude was, ‘How can you be loyal to me, if you can’t be true to the one person in the world you vowed to be faithful to?’ ”

Instead of taking the bait, I flipped it and established how much I value *loyalty*.

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Bonus Mack Tip: If it's a nightlife environment (bar, club, etc.) and a girl talks to you for more than 20 minutes, the situation has strong potential. No girl spends this much time talking to a guy she just met unless she has some degree of sexual interest. Once you've passed the 20 minute mark, you should offer to buy her a drink if she is in need of one. At this point it's time to start working towards Closing the Deal, which is covered on page 166 of the book "Mack Tactics: Volume I."

More Convo Basics

I've heard a lot of women describe the following scenario: a guy introduces himself, and based on his appearance and the way he carries himself, she's willing to give him a shot. At this point, he doesn't need to be brilliantly funny, or mention his high-powered job, or charm her pants off. She's just hoping he can carry on a decent conversation and doesn't give off any red flags. He's like a football team that's ahead by two touchdowns with five minutes left in the game. He doesn't need to make any spectacular plays; if he can just protect his lead and avoid making stupid mistakes, victory is assured.

But in many cases, this guy will fumble the football and blow his lead. Most times he won't even realize where he went wrong. He might have thought he was being witty, but to the woman he came off as self-centered, chauvinistic, or even perverted. There is sometimes a great divide between what men and women think is "clever conversation."

Whenever you step to a woman and she is interested enough to engage in an extended conversation, you are a football team that is ahead in the fourth quarter. As you guide the conversation, you must protect your lead and avoid making boneheaded plays.

The following are some basic conversational "do's" and "don'ts":

Do humor her. If she's talking about subjects that interest her, let her talk and act genuinely interested. Give her a chance to shine.

Don't wait for your chance to jump in and talk about yourself.

Do ask her where she's originally from. It's an important piece of Intell: is she from a big city, or is she a small-town girl with small-town values?

Don't try to guess what country a foreign woman is from. The chances of you guessing correctly on your first try are slim at best; the chances of you screwing it up are huge. In

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some cases, saying the wrong country might even insult her. If you're curious, your best bet is to say "You have a striking look, where are your parents from?" Or, "Your accent is so cute. Where were you born?" (Asking this question also provides a gateway for you to segue into a conversation about travel.)

Do point out her positive qualities: "You know, Jennifer, I appreciate someone who's as ambitious as you are."

Don't use generalities when you're discussing men and women, i.e. "Women always get so jealous." Establish yourself as a person who judges others on their individual qualities. This way, you can call her on it if she makes unfair generalizations about men.

Women have a tendency to bunch us all together, saying things like "all men are dogs" or "men are only interested in one thing." This is when you separate yourself from the herd and establish your respect for individuality: "I can understand why you would say that, but I try to judge people on their own merits."

This has a direct parallel to hostage negotiations. Hostage takers will frequently complain to the Negotiator how "cops" always give them a hard time, or how "cops" unfairly accuse them of things because they've got a criminal record. In response to this, the Negotiator separates himself from the "cop pack" in order to build one-on-one trust: "I can understand why you feel that way. If I was in your position, I'd feel the same. But this is your first time talking to me. I'm not judging you."

Do pay her original compliments, on an article of clothing or a piece of jewelry she is wearing.

Don't compliment her on her body, not even in a general sense (i.e. "I can tell you must work out.") Drawing attention to her body is either going to sound overtly sexual, or it's going to make her feel self-conscious. Wait until you've been intimate with her to comment on her more intimate aspects.

Finally, a few major "don'ts":

Don't brag about your sexual abilities, not even in jest. Don't mention how good you are in bed, how well endowed you are, or how long your tongue is. Flirtatious sexual talk can be cool once you've gotten to know her. Coming from a stranger, the only future she's going to imagine with a guy like that involves a restraining order.

Don't make jokes about how you're *not* a psycho; they only turn her thoughts towards negative possibilities. A classic example is the guy offering a girl a ride home and telling her, "Don't worry, I'm not an axe murderer." We actually heard one guy say, while asking a girl out on a date, "I promise I won't kill you and dump your body in the woods." Needless to say, she wasn't available that weekend—or any weekend for the rest of her life.

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Don't tell her she looks like a celebrity. Women are very particular about how they want men to perceive them. There is a chance she won't be flattered by the comparison and will get the wrong idea. Avoid celebrity comparisons.

Also, if she really does bear a striking resemblance to a celebrity, you can bet this is something she hears on a regular basis and she's sick of it. Women want to be appreciated as individuals, not because they remind you of someone else.

Don't mention your ex, not even in the context of an innocent comment (i.e. "You were in Vegas recently? Me and my ex went there once on vacation.") It makes you sound like you haven't been able to let go of her. More importantly, you want this girl to focus on what a future with **you** would be like. Exes have no place in the present conversation.

Don't complain. Even if you're doing it in a humorous context, don't complain about your boss, the jackass you had to deal with at work, how boring this party is, etc. Stay positive. If you've got a sarcastic sense of humor, dial it down. This might not be your favorite spot, but don't try to act "above" it. Remember the Mack Commandment: wherever you're at, right now, is the place to be.

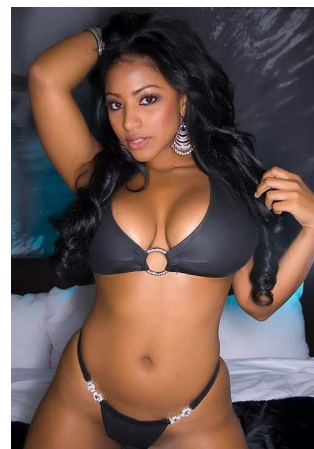
In the **Mack Tactics program**, you're going to learn two other key strategies: how to create and control her "Comfort Zone," and how to gather the necessary Intel on her. (In order to guarantee a hookup, or a first date, you're going to need to know certain key pieces of information about her. But you never want her to KNOW that you're gathering Intel on her. The book explains exactly how to pull this off.)

ADVANCED MACK MANEUVER: THE 70/30 RULE

By guest instructor "SUPREME"

Last night I hit one of the hottest clubs in Vegas with my friend Rob. It was Thursday night, when the place is always filled with hammers. (A "target rich environment," as the M.A.C.K. Tactics guys call it.)

I noticed an exotic dark-skinned beauty, standing across the room by the dance floor. She was with a friend who was far less attractive. I could tell they'd come to the club together. (Have you ever noticed how beautiful girls tend to travel with ugly friends? Must be an ego thing.) Normally Rob would act as my



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wingman and distract the wack friend, but he was already making his move on some other girl. I'd have to do this one alone.

I decided to use a Tactic designed for this exact situation. I'd make the wack friend my wingman without her even knowing it. (I call this technique "flipping," the same way the cops flip a bad guy, make him their informant, and use him to catch the bigger crooks.)

So I walked over and introduced myself. It turned out the hammer was named Lisa: tall, beautiful smile, banging body. She introduced me to her friend, and I made sure I introduced myself to her in the same charming manner—I told her my name and gave her a nice smile and a warm handshake.

I knew what I had to do next. As we began chatting, I positioned my body towards the wack friend and pretended to be into her—more so than Lisa. I could tell by the way she was smiling, she wasn't used to getting this kind of attention. Especially not when she was out with Lisa.

I chatted with them both, getting some background details. They were college students visiting from California. They were staying at a nearby hotel, sharing a room, and had taken a cab over here because they heard it was a cool club.

I dropped a line: **"I can't believe your boyfriends let you come to Vegas by yourselves."** They giggled and assured me that they didn't have boyfriends. They probably wouldn't admit it if they did, but I could tell by Lisa's body language that she was indeed single and available.

During this phase of the encounter, I maintained a **30-70 attention ratio**. I paid attention to Lisa only 30 percent of the time, while giving the wack friend the rest of my attention. I was flirting with her, and she was loving it. She probably couldn't believe her luck—when was the last time a guy showed interest in **her** instead of hot friend Lisa?

So now the friend is laughing at my jokes, flirting back. She's building me up in front of Lisa—acting as my wingman without even knowing it. I could tell this was putting Lisa on uncomfortable ground. This type of situation was alien to her. She was trying to smile and be a part of the conversation, but I knew she was feeling jealous and ignored. **All part of my strategy.**

Now it was time for the first Break Point of the encounter. I asked them what kinds of drinks they wanted, then I went to the bar to get them. Obviously, the second I walked away they started talking about me behind my back.

Under normal circumstances, the guy (me) would have been hitting on Lisa, and the wack friend would start trying to discourage her: "He's not all that, let's go to another club," etc.

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But instead, because I flipped the friend, she's singing my praises while I'm at the bar. She's blowing me up, telling Lisa how great I am. Now Lisa's starting to feel competitive. She's also feeling self-conscious, wondering why I'm macking her friend instead of her!

OK, so now it's time to take care of business. When I return with the drinks, I shift to a 70-30 attention ratio. Now I'm giving Lisa the majority of my attention and starting to ignore her friend.

After I hand Lisa her drink, I do the **"taste test."** I ask her how it tastes, implying that I want to taste it myself. She hands me her drink. I go to put my lips on the straw, then smile and ask her if I'm going to get "cooties" from her. She laughs and says "no." I take a sip from the straw and hand it back to her. Then she goes ahead and uses the straw.

The straw move is a very subtle technique that works with girls on a subconscious level. Now that we've swapped spit, a kiss won't be much of a leap, right?

At this point, I'm totally in control of the conversation. I'm breaking Lisa down and applying heavy Tactics. I'm locked in with eye contact and I'm guiding the conversation, talking about music, fashion, and travel...all stimulating subjects that we share common interests in. The whole time, I'm still being polite to the wack friend and keeping her marginally involved. But it's obvious who I'm focusing on. My eye contact is locked in with Lisa.

Now it's too late for the wack friend to get between us. I've successfully removed her from the equation. At this stage, if the friend tries to pull Lisa away from me, or tries to badmouth me in any way, Lisa will think she's just being jealous.

Eventually, the friend takes the hint and tells us that she's going to go dance. She wanders off and leaves Lisa and I to get to know each other better. Now that I've reduced the situation to a one-on-one, it's time to apply more Conversation Control, work the Body Contact, and move towards Closing the Deal.

Each of these steps is fully broken down and explained in the [**Mack Tactics "Ultimate Edition" program**](#). *For less money than I used to spend on one **night out***, I learned Mack Tactics—and I've now got the confidence, attitude and methods to get the hotties I *really* want!

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MACK TACTICS READING LIST:

Check out the book “Influence: The Psychology of Persuasion” by Robert B. Cialdini

Author Robert Cialdini lays out a powerful, well-researched case on why persuasion is a science—and how as human beings, our brains are running most of the time on autopilot and trained to react to certain forms of influence.

This makes us vulnerable to “compliance professionals” of all types whom we encounter in our daily lives—whether it’s a salesman on a car lot, a panhandler on the street, or someone presenting us with an investment opportunity or trying to make us come around to their way of thinking.

Good salesmen understand the psychological foundations of our decision-making process, and know how to steer us in the direction of saying “yes.” Once you understand the principles the author explains, you can start wielding them on others—and recognize when persuasion techniques are being used on you. (Each chapter concludes with hints on “How to say no.”)

The main principles Cialdini explains are:

1. Reciprocation (I give you something small, which motivates you to give me something larger in return)
2. Commitment and Consistency (If I get you to state in public what you will do, you will likely follow through)
3. Social Proof (If you see others doing it, you will too)
4. Liking (If I can make you like me and I offer a good deal, I’ll make the sale)
5. Authority (when someone we’re conditioned to respect—such as a celebrity

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spokesperson—vouches for something, we tend to believe it has merit)

6. Scarcity (when you believe you'll lose out forever if you don't seize the opportunity NOW, you're more likely to take action).

A chapter is devoted to each principle, which are supported by scientific testing. The author provides a wealth of examples so that you understand how each principle can be applied—and you'll probably recognize instances in your own life where you fell victim to someone else's powers of persuasion.

While Cialdini doesn't delve into the subject of male-female relationships, it's amazing how clearly these principles translate into our interactions with women. Closing the deal with a girl is basically a sales job: you are the product, and you've got to find ways to capture her attention and persuade her that you're the right guy—and an opportunity she needs to act on!

Social Proof, Reciprocation, Commitment and Consistency, Scarcity
...every one of these persuasion principles relate to the techniques we teach in M.A.C.K. Tactics.

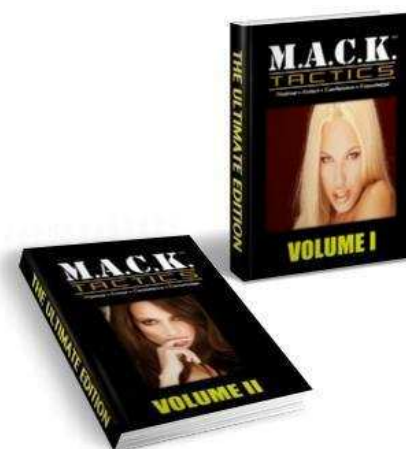
EXCERPT FROM CHAPTER 6: "HYPOTHETICALS"

Note from Dean Cortez: This is an amazing chapter full of great conversational tactics. [M.A.C.K. Tactics Volumes I & II](#) contain much more information on this topic.

Another highly effective conversational tool in the M.A.C.K. Tactics arsenal is **Hypotheticals**. These are hypothetical questions that you pose in the course of a conversation.

A good one accomplishes a number of things. First, they're a great way to "turbo charge" the conversation and take it to a deeper level. Second, they are an excellent means of gathering Intell about her. Third, they allow you to highlight your own best qualities and tell *her* the qualities you value in a woman. Instead of stating these things outright, Hypotheticals allow you to plant seeds in her brain which work in your favor.

Let's say you've been talking about music. She told you which bands she's into, and now you're telling her which ones you like. You know that in a matter of moments you're going to have to guide the conversation to the next topic, since it's important to keep things flowing and progressing.



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A good Hypothetical will make her smile and think, open a whole new conversational gateway, and prompt her to reveal things about herself. Then, you will reveal a positive quality of your own.

Hypothetical A: The Dinner Party

“OK, so let me ask you this,” you ask her. “If you could have a dinner party and have any three famous people show up, whether they’re alive now or they’re from way back in history, who would they be?”

The point here is to learn more about this girl and what makes her tick. If she includes any “bad boy” celebrities, you know she has a weak spot for guys with swagger and an edgy style. If she says a politician’s name, you know you’re dealing with a girl who keeps up with current events and has opinions about world affairs. Whether this type of girl appeals to you or not, you’ve just gathered some important Intell on her.

How I Use the “Dinner Party” Hypothetical **By John Matrix**

About a year ago a buddy of mine recommended that I check out Mack Tactics (I’ve always been pretty good with chicks, but I’m always looking to build my game), and I have to say I learned a lot from this program. I started emailing with Dean Cortez to get his feedback on the different situations I was going through with women.

I remember one time, I emailed him about a date I had been on. I took a girl out to this bar/lounge, and at one point a Sting video from the 1990s was playing on the video screens. She went off on this tangent about how sexy she thought Sting was, and then she starts talking about how Johnny Depp is even sexier...and she loves Matt Damon too...blah blah.

It pissed me off. Here I am, spending money on her and trying to build a connection, and she’s telling me how much these famous guys turn her on. I just played along and nodded my head and tried to change the



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subject as soon as possible.

Dean, though, had some interesting advice on this, and I was able to use it recently with a different date....

When you use the “Dinner Party” Hypothetical, chicks will often mention some famous heart throb like Brad Pitt, George Clooney, or Johnny Depp. The key is to NEVER get thrown off by this. (I used to think, “if she’s into George Clooney, what chance have *I* got?”)

Well now, I’ve got a response for all three of those names...and for many others. Here are some examples of how to spin it:

Brad Pitt: “That’s interesting that you would mention Brad Pitt. I’d actually love to sit down with that guy for a beer . I mean, here’s this guy who—let’s face it—could sleep with a million different women, but instead he chose to devote himself to raising a family with Angelina Jolie. They adopted a bunch of kids and now they’re involved in all kinds of important charitable causes, and they really seem committed to each other and their children. I admire them for that.”

So you see, instead of letting her gush about how hot Brad Pitt is (which no guy wants to listen to), I take it to a deeper level and show her how much I respect their sense of commitment. I imply that I’m actually quite **similar** to him.

Johnny Depp: Like Brad Pitt, he’s been with the same woman, Vanessa Paradis, for many years. She’s the mother of his two kids and when he isn’t working on a movie, he’s chilling with his family in France and on their own private island. I play up how cool it is that this guy can be a massively famous movie star, and still have his privacy and his family away from all the hype and Hollywood nonsense. (Another mega-star who is committed to his wife and kids, which is a rarity in Hollywood: Will Smith. Talking about celebrities who stay committed to their families, and how much you respect that, paints you in a very positive light.)

George Clooney: I flip it around with Clooney, because he’s still a bachelor with no kids. “I bet that George Clooney is actually a lonely guy,” I say. “I read an interview with him once, and the reporter asked him why he was still single. He said dating was actually very difficult for him, because he never knew if the woman loved *him*, or if she was just in love with his celebrity.” (This comment always sparks an interesting conversation.)

Pitt, Depp and Clooney are just three examples. Whatever her answers are, you want to find insightful, unexpected reasons why you agree with her choices.

* * * * *

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After she finishes explaining her “Dinner Date” choices, she’ll turn the tables and ask you who your dinner guests would be. Make sure you’ve done your homework before you use this Hypothetical. You should already have several answers prepared, with reasons to back them up.

You shouldn’t have to be disingenuous and name people you aren’t actually interested in, just for the sake of trying to impress her. Come up with people who have accomplished great things in different fields, who you genuinely find fascinating.

When figuring out your choices, think about two categories: a famous person who happens to be in a strong, committed relationship (which shows the value you place value on loyalty and commitment), and someone who demonstrated perseverance and went on to achieve great success (which implies that you are an ambitious person who respects this quality in others).

In the first category, an unexpected response would be David Bowie. Here’s a guy who is a hugely successful artist who has evolved and stayed on the cutting edge through the decades. He’s also been married for many years to the supermodel Iman, who happens to be a gorgeous black woman. Together, they make one of the world’s most glamorous and stylish couples.

In the second category, consider Tina Turner. After she found the courage to leave her abusive husband (Ike Turner), her career fell apart and she had to struggle to find gigs just to support her children. But Tina persevered and fought her way to the top of the music world. Now in her 60’s, she still has sex appeal and is in complete control of her career.

Whatever your choices may be, have interesting reasons to support them. Explain why they spark your imagination and how you’d love the opportunity to ask that person a certain question.

A word of warning: you’ll probably want to stay away from politics. Unless you’re macking women at a political rally, this isn’t the time to debate abortion laws or the situation in the Middle East. Maintain the comfort zone. Keep things light, fun and always stimulating.

Hypothetical B: Cops At The Door

Loyalty is a quality that women, and Macks, take seriously. Here is an example of a Hypothetical that allows you to A) gauge how important loyalty is to her, and B) establish that you are loyal person.

This Hypothetical should be used once you’ve established a connection. This could mean

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a second or third date. “Let me run this by you,” you say with a sly smile. “It’s a hypothetical situation.”

“You’ve been dating a guy for a few weeks, and you really like him. One night you’re at his house having dinner with him, and a police car pulls up outside. The guy suddenly jumps up and says to you, ‘Tell them I’m not home.’ Then he runs into the bedroom and hides in the closet.”

“So the cops come knocking on the door. You answer. The cops ask you if he’s home. What do you do? Do you lie and say he’s not home? Or do you point them towards the bedroom?”

Girls will reveal a lot about themselves by the way they answer this question. If she says “I’d cover for him,” you know that she holds loyalty in high regard. When she cares about someone, she has their back, and she’s passionate with the men she loves. Therefore you need to play up how important these qualities are to you. Give a reply along these lines:

“That’s interesting that you would say that. Because honestly, if you flipped the situation, and I was dating you and I was the one answering the door...I would have to cover for you. Loyalty is at the top of my list.”

If you want to rack up extra points, throw in a reference to the classic movie ***Bonnie & Clyde*** (1967). It’s about a guy and a girl, played by Warren Beatty and Faye Dunaway, who fall madly in love and embark on a bank-robbing spree. They’re fiercely loyal to each other. It’s them against the world—a notion that women find incredibly romantic.

A more modern reference is the movie ***True Romance***, which was inspired by ***Bonnie & Clyde***. This time it’s Christian Slater and Patricia Arquette on the run, road-tripping from Detroit to Hollywood. Girls love this movie for the same reasons: two star-crossed lovers on the run, against all odds. *Bonnie & Clyde* ended on the more powerful note, with the two doomed lovers dying together in a hail of bullets—bloody, tragic, but still an incredibly romantic notion.



Or, she might give the opposite response to your Hypothetical: “I’d tell the cops that he’s in the closet! I haven’t known the guy that long...what if he’s a murderer or something, and he didn’t tell me?”

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In this situation, you give an equally smooth reply: “I respect what you’re saying. You believe in honesty, and if this guy wasn’t being straight with you about himself, and what he’s involved in, then there’s no reason for you to cover for him. I also believe in honesty, I think it’s very important.”

You don’t want to bust out this Hypothetical on a woman five minutes after you meet her. (She might wonder whether you’re trying to find a girl who really *will* cover for you when the cops come serving an arrest warrant!) But once you’re getting to know each other, and the conversation is in a nice groove, this one’s a gem.

Hypothetical C: The \$10 Million House

Another provocative question you can pose: “OK, check this out. If I was to give you ten million dollars to build your dream house, but you had to build it out of either wood, glass, or concrete, which material would you choose?”

The purpose here is to learn more about her personality. It also allows you to tell **her** how much you value certain qualities in a woman.

Once she gives her answer, compliment her on it. Whether she chose wood, glass, or concrete, say “that’s exactly what I thought you would say.” Now you’ve got her intrigued. When she asks why, explain to her what her answer means about her. She’ll be hanging on every word.

If she says “glass,” tell her she’s an open book. She’s not afraid to reveal herself and her emotions. She has a wide circle of friends. People like to be around her because she is outgoing and expresses her feelings.

If she answers “wood,” tell her she’s creative. She has an artistic side and likes to work with her hands.

If she answers “concrete,” she probably has her legs crossed when she’s sitting down. This is a person who needs to feel secure and puts a big value on stability. “Basically, it means you’re very concerned about security,” you tell her. “Not just *your* security, but the people close to you. And you want stability in your life. I do, too, so I can definitely appreciate that answer.”

Most women who pick “concrete” have security issues because of a difficult relationship they’ve had in the past with a man. It could be her father, or an ex-boyfriend. Another interesting piece of Intel to file away.

All of these interpretations are broad enough that they apply to most women. But you should always be ready with a further explanation in the event that she disagrees with

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your interpretation. If she chooses glass, and you tell her she's an open person, she might say she's not: "Actually, I keep my feelings locked up inside. It takes me a while to open up to people."

To this, you would say "but I can tell that you **want** to be more open. You want to let more people into your life, but something is holding you back." Now let her respond. A gateway has just opened to a very personal, intimate discussion.

Likewise, if she chooses wood but tells you she's not creative, you can say "but I can tell you've got a creative side you haven't really explored." Chances are she will be flattered by this statement and see some truth in it. She'll find a reason to agree; maybe she's always been interested in art, or would love to learn how to play a musical instrument, but hasn't explored these areas.

Encourage her to do so. And as she shares these personal details about herself, and you show appreciation, the bond between you and her is strengthened.

Hypothetical D: Age is Just A Number

"My friends and I were talking about this the other day, and I'm curious what you think. Which do you think is more appropriate: an older guy with a much younger girlfriend, or a young guy dating a much older woman?"

Notice you phrased this politely by using the word "appropriate." You didn't pass judgment on either option. This Hypothetical opens a gateway for you to discuss life, love, and the possibility of two people being soul mates even if society doesn't think they belong together. Great stuff.

She might answer, "I think it's gross when I see some 50-year-old guy with a 25-year-old."

To this, you can say something like, "I'll admit, it does look a little strange. But look at the deeper part of it: if they're truly in love with each other, and they make each other's lives complete, does age really matter?"

On the other hand, if she says, "Age shouldn't matter, as long as they're in love," then you can wholeheartedly agree. If your parents or grandparents have been married for many years, or you can relate a sweet story about a couple that you know that has been together forever, tell her about it. Women find this notion very romantic. You can't go wrong with this Hypothetical; every woman has an opinion on it, and it opens excellent conversational gateways.

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Hypothetical E: The Five Senses

Women tend to be more *sensual* than men. They have a deeper appreciation for breathtaking scenery, soothing sounds, and gentle caresses. Since romance is about stimulating a woman's senses, here is a Hypothetical that opens gateways to romantic and sensual subjects:

"If you had to lose one of your senses—sight, sound, smell, taste, or touch—which is the one you would never be able to give up?"

It's a tricky question that will make them think for a moment. Her answer isn't the point. It's all about you asking her *why* that sense is so important to her, and taking it from there. Then, you need to have an answer of your own, ready to go. Think about it: which sense would you absolutely need to keep, if you had to lose the others? And why?

Maybe she values her sight above all other senses, because she couldn't imagine never seeing another sunset. Perhaps she would choose to keep her sense of touch. Ask her, what are the things she would miss touching? Here's a perfect opportunity for you to stress how you're an affectionate person, and you could never live without touch, either. You can say "Touch has to be the most powerful of all the senses. It's amazing what it can do. I could be having a terrible day, feeling really down, and a simple touch from someone you love can heal everything." Give her forearm a gentle touch while you say this.

Whatever her answer is, say "I can understand why you feel that way." Now tell her about your pick. It should reveal something about you, and the things you treasure most.

By playing upon her senses, you develop a romantic bubble around the two of you. You are communicating and connecting on a level that goes way beyond normal conversation.

More Hypotheticals

Here are some other quick Hypotheticals that can spark a deep conversation...and enable you to build a serious bond with her.

Anytime you ask a woman one of the following questions, she will reveal something about herself—and then it's your turn to answer, and plant seeds.

- **If could you teleport right now to any place in the world, where would you go?**
- **Which would rather have for one day: the power to fly, or the power to**

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- be invisible? (And how would you use this power?)
- If you won a million dollars in the lottery, what's the first thing you would do?
 - If Hollywood makes a movie about your life one day, which actress would you want playing you?
 - If you could eat one food as much as you want, and never gain a single ounce, what would it be?

[Click Here To Learn MANY More Hypotheticals ...
Along With Our Complete “Conversation
Blueprint” So That You’re Always In Total
Command When You Flirt With Women!](#)



BONUS S.W.A.T. GUIDE ARTICLE: THE ART OF THE "COLD READ"

By Dean Cortez

In [M.A.C.K. Tactics Volumes I & II](#), my best-selling seduction books for guys, I stress that **originality** is one of the most important qualities that you can convey to a woman—from your sense of style, to how you approach the ladies and engage them in conversation.

On the other hand, when you *fail* to make a unique impression, she's going to automatically lump you in with the last 37 chumps who tried to talk to her—and within

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three minutes of you paying for her cocktail, she'll be excusing herself to "go find her friend."

(Don't you just *hate* when women say that? Yeah, as if her friend is lost somewhere in the bar, in desperate need of food and water...)

The key to building a bond with her is to engage her attention and get her to share information about herself. Then you'll tell her how much you relate and establish rapport with her. One of my favorite conversational tactics for accomplishing this is using **Cold Reads**.

This technique, which is used by psychics and palm readers, is a way to make the other person feel like you understand what makes them tick, and what they're going through, without them telling you.

The trick with Cold Reads is that the "observations" you're making apply to virtually anyone. Yet there are psychological reasons why they work so effectively. Human beings are self-centered, and we generally accept claims about ourselves that reflect how we wish to be.



Also, people are vain. We want to be seen as unique. Even though Cold Reads are usually vague generalizations—which would apply to your sister, just as they would to the hottie in the VIP room at the nightclub—we *want* to agree with the person who skillfully "reads" us, and we'll believe they have unusual powers of perception.

So forget about asking the generic "job interview" questions. ("So what's your name," "where are you from," etc.) Get **ORIGINAL** with your strategy in order to capture her attention and impress her with your charm and confidence.

If I'm in a club, talking to some babe who's acting a bit hard to get, I'll use a Cold Read:

"Y'know, Andrea, I get the sense that a lot of guys get the wrong idea when they first meet you. They think you're stand-offish and a bit cold. But you're actually a lot more sensitive, and funny, than people realize."

Another example: "I get the sense it takes you a while to trust people, because you've been hurt before by someone who was really close to you. But the people that **do** earn your trust, you're always there for them."

Or, "I can tell that you're someone who usually plays it safe and doesn't take chances, but sometimes you've regretted it because you missed out on an opportunity. But then other times, you're spontaneous and adventurous, and you *do* take chances...and that's when you've had some of the best times of your life."

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If she agrees with my “read”—and honestly, I’ve never had a woman totally disagree—I’ll follow up by telling her that I can relate, because I’m the same way. This builds a bond between me and her. In order to solidify the bond, I’ll tell a quick story—one that illustrates how I’m the same type of person.

If you’ve got five Cold Reads ready to use, you should also have five short stories to illustrate how you embody those same qualities.

Here’s another cool one: “I can tell something has been weighing on your mind. You’re on the verge of making an important decision in your life, aren’t you.”

Pretty much all of us, at any given time, are contemplating a big decision (or one that is big to us, at least). Regardless, she’ll be surprised and impressed that you *knew* that about her. She’ll volunteer more information about herself—and now you’re engaged in a deep, authentic conversation instead of trying to fill awkward silences.

Much of what a cold reader does is simply repeating back what the subject has said. If she affirms that she’s on the verge of making a big decision, you should nod wisely and say, “Yes, that’s right, and you’re really having a hard time with it.” Act as if you already KNEW what she was going to say!

Some other **Cold Reads** that are vague yet “profound”:

“I can tell you have a strong need for others to like and admire you, but you also have a tendency to be critical of yourself.”

“You’ve got a hidden talent, or a passion, that most people don’t know about, and you want to pursue it— but something is holding you back.”

“At times, you’re really social and outgoing. But other times, you’re reserved and introverted.”

Once you add Cold Reads to your conversations with women, you’ll get a feel for which ones work best. This is just one example of an original, thought-provoking conversational tactic. To learn the complete arsenal, and how to use them with expert precision in any situation, pick up our **Mack Tactics: Ultimate Edition program**.



Right now, the "[Mack Tactics: Ultimate Edition](#)" package, which includes Volumes I & II of our books ... plus, our video instruction series, our guide to Advanced Internet Dating, hours of mp3 audio coaching, the “Same Night Lays” bonus products, and much

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more—is all available in one nuclear-powered bundle at a low discounted price.

Even better, everything thing is downloadable. Rather than wait for a package to arrive in the mail, you can download the entire program straight to your computer – our books, mp3 audio courses, even our instructional videos. You can be mastering the complete Mack Tactics system just moments from now.

And remember, if for **ANY** reason you don't feel this is the best investment you've ever made in your dating life -- or if your girlfriend finds it on your hard drive ☺ -- we offer a **no-questions-asked, 60-Day Money Back Guarantee.**



Remember, this massive program is **absolutely risk-free** and offers the smartest, most comprehensive strategies on how to meet women, flirt with them, control your conversations & relationships, and take your dating, social life, and sex life to a whole new level.

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"Last New Year's, I made a resolution that I would get out there and start meeting more women. I met a friend who told me about **M.A.C.K. Tactics**, and the day I purchased the program I could not stop reading and watching the videos until I was finished. I just wish I had this information when I was younger! It would have helped me avoid many useless dates, bad relationships, and embarrassing mistakes. This is something that all of us need -- not just in scenarios where we meet women, but in all areas of life."

- Roger, New York City

Five minutes from now, you can have the whole program on your computer and you'll be learning:

- ✓ The action plan for developing an **unstoppable mindset** towards dating and achieving other important personal goals
- ✓ **Approach techniques** for meeting women and forming a bond within minutes
- ✓ Ways to **neutralize the other guys** who are after your woman, without ever having to confront them. (It's all about *psychology* and *persuasion*...)
- ✓ The 21 secrets of **Conversation Control**: guiding the conversation in order to avoid the wrong subjects, while staying in a groove that amplifies her sexual attraction towards you. (No matter what type of guy she *thinks* she is looking for, you'll be the guy she *can't resist*.)
- ✓ Using **Negotiator Tactics** to place her in the *comfort zone*, capture her interest, build "I.O.U.'s" (another amazing technique) and gain her confidence
- ✓ The negative trigger words you should **NEVER** use with a woman you just met (but most guys use all the time), and the positive trigger words you *should* use to create **attraction**
- ✓ **Secrets Of Same Night Lays**: deal-closing techniques to get her in your bed **that night**
- ✓ "Flipping the Switch": the breakthrough method for **turning the tables on women**, so that they seek to impress **YOU** instead of the other way around
- ✓ How to utilize **Wingmen** the proper way when you're in Target Rich Environments
- ✓ Fashion, style & grooming tips for making an **awesome first impression**
- ✓ The step-by-step game plan for pulling off the ultimate first date (while spending almost **no money!**)

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✓ **Advanced Internet Macking:** how to **pimp your profile** so that it generates attention and replies, and how to date these women in the real world as soon as possible

✓ **Special attraction tactics** for dating strippers, models and other "high-status" females who get constant attention from men

And much, much more...

Read what another of our students had to say...

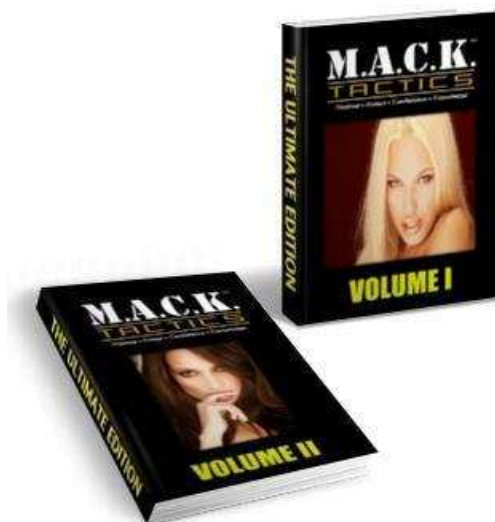
"I've read practically everything in the dating & seduction field, which tend to recycle the same information and offer a lot of false hope. ***Mack Tactics is an explosion of fresh ideas and insights into what women truly desire, and how to make them pursue YOU instead of playing their game. Then, the Negotiator techniques take it to a mind-blowing level.*** I learned so much about the power of words and phrasing, and how to build bonds with women and gain their trust. Within three weeks of learning your program, I met the girl that I'm currently dating. Before Mack Tactics, I would have thought she was 'out of my league.' Now, my options are limitless."

- Anthony, Miami, FL

Now you can purchase the legendary **Mack Tactics books** at a low discount price. When you download it to your computer you'll also receive a package of exclusive bonus products which are ***valued at over \$250.00.***

Yes, you read that right: during this promotional period, when you buy the book, you'll get **over \$250 worth of bonus products -- absolutely free of charge.**

(By the way, this whole program comes with a **60-day, no-questions-asked, money-back guarantee.** We can't possibly make this any more fair!)



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Mack Tactics: Volumes I & II contain **hundreds of pages** filled with everything you need to know about creating a new, more attractive you... playing the dating game to win... and persuading and communicating with women on a new level.

The 20 chapters in these best-selling books cover an awesome array of topics including **Approaches, Conversation Control, Confidence Building, Mack Fashion, Wingmen, First Dates, Negotiation Techniques, Closing the Deal, Target Rich Environments, the Secrets of Magnetic Attraction, and much, much more...**

As a free bonus, when you purchase these books you will also receive **TRAINING DAY**, our video instruction series (**regular price: \$59.97**).



Training Day, which was filmed at a sold-out **Mack Tactics seminar** in Las Vegas, explains our system and provides actual demonstrations on how to approach, meet and close the deal with women.

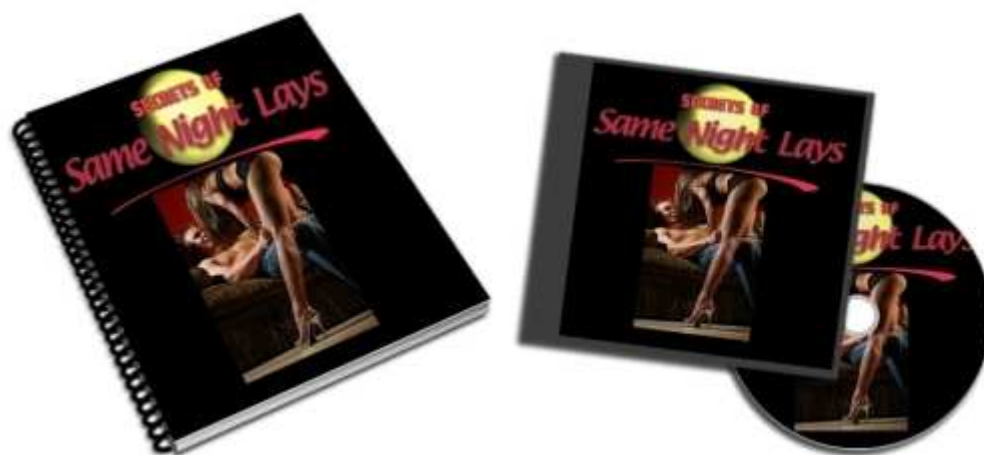
Those bonus videos are just for starters. Keep reading, because I want to tell you about the other free products you'll receive if you act now . . .

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BONUS PRODUCT #2: The Complete Tactical Audio Course (value: \$49.99).



This **mp3 download series** contains a **complete audio version of the Mack Tactics book**, plus hours of all-new material. You get more than **SEVEN HOURS** of hardcore tactical information that you can listen to on your computer, iPod, or burn onto a CD. It also includes the special one-hour audio coaching session **SECRETS OF INNER GAME** featuring **Carlos Xuma**, the famous dating guru who has helped millions of men to lead an ultra-confident, success-driven "Alpha" lifestyle.



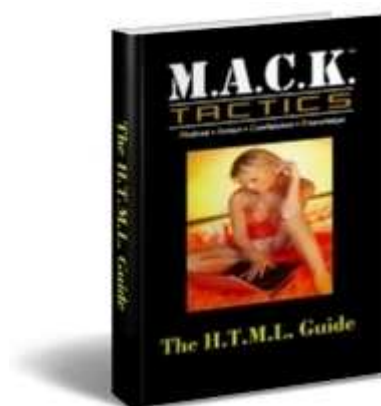
BONUS PRODUCT #3: The Secrets of Same Night Lays. (Value: \$29.99) This special report and audio coaching session, by master pickup artist **"Adonis"**, shows you

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exactly how to **close the deal** with girls the same night you meet them. No more getting phone numbers that lead nowhere! Apply these tips and you'll rack up "**same night lays**" like a natural-born chick magnet.

Secrets Of Same Night Lays Will Reveal:

- The only 2 rules you will ever need to **get all the women** you could ever want.
- The **4 questions** you absolutely *must* ask every woman you interact with, to get her into bed the same night you meet her.
- The shocking secret women do **NOT** want you to know.
- How to maximize your time so you leave the bar with the girl **EVERY TIME**.



BONUS PRODUCT #4: The H.T.M.L. Guide: How To Mack Ladies online. (Value: \$29.99) This e-book manual shows you how to master Internet dating. We'll teach you how to not only meet girls on the Internet (which anyone can do), but connect with them in a way that makes them want to move the relationship into the "real world" as soon as possible. With this e-book you will find out exactly how we do it and **GET DATES** without fail!

The H.T.M.L. Guide will teach you:

- The mistakes 90% of guys make in their choice of username and their headline - with examples of all of real-life good and bad ones
- The mistakes guys are making in their profiles - what they're revealing that they shouldn't, and what they *should* mention to attract more women!
- The challenges you can expect when using online dating, and your tactical *advantages...*
- What's going on behind the scenes, and what's going on *in her mind...*
- The online dating progression, from start to finish...
- The 3 things you must **NEVER** put in your profile
- How to craft your response to her email, and use smart, clever phrasing to heighten her interest

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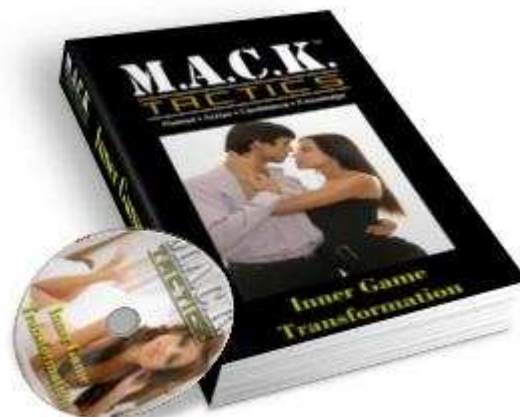
- Handling the woman's BIG Question: what it is, and how to answer it
- How to communicate the most important factor for a woman: safety
- The one thing you **MUST** do before you go for the phone number or the date (hint: most guys forget to do this, and ruin their chances...)
- The two big subjects that you MUST not discuss on the internet with her
- Handling multiple online relationships, and how to not get tripped up
- A complete profile dissected and revised step-by-step, with examples of how to improve your own for maximum results.

BONUS PRODUCT #5: Advanced Sexual Power & Performance (Value: \$37.99). In this 45-minute mp3 audio interview, Mack Tactics creator Dean Cortez conducts an exclusive interview with **Nico Simon Princely**, the best-selling author & expert on sexual performance who created the **Great Lover 101** series. You'll learn tips to last longer in bed, how to master your sexual technique, and how to give her unforgettable, explosive **multiple orgasms** that will have her coming back for more!



***FACT:** Most guys do NOT know how to please women in bed. If you know how to *rock her world* and give her orgasms *every time*, YOU will be the guy she calls whenever she's "in the mood!"

BONUS PRODUCT #6: Inner Game Transformation (Value: \$37.77). This brand-new bonus product includes **ONE FULL HOUR** of exclusive audio coaching from Dean Cortez on how to recalibrate your attitude for **maximum success with women**. Plus, you'll get a bonus book which covers Cortez's Inner Game strategy and gives you the blueprint for **bulletproof confidence**.



[**CLICK HERE To Test-Drive The Mack Tactics Program, Risk-Free For 60 Days!**](#)

"OK, Dean, So What Will It Cost Me To Master These Tactics?"

You're probably expecting this giant package of books, videos, audio courses and bonus materials to cost hundreds of dollars.

After all, there are lots of wanna-be "pickup artists" out there charging that much (or a lot more!) for their products.

Meanwhile, guys are shelling out *thousands of dollars* to attend seminars by "dating gurus" (who have *none* of the mainstream credibility of **Mack Tactics**).

Look, I will *never* fault a guy for being willing to invest in his long-term happiness. But why spend that kind of money when you can get this massive, proven program for such a low price?

Right now, you can try out **Mack Tactics: Volume I & II**, along with our video instruction series, audio programs, Internet dating guide, "Same Night Lays" package, and a bunch of other kick-ass bonuses – *all of it covered by a 60-Day, 100% money-back guarantee* -- for only **\$99.77!**

****Update: As of right now, this discount trial still stands. But I can't promise it'll remain tomorrow...once we've hit our pre-determined number of success stories, the price will be back up to its intended level immediately without notification.**

So, right now you've got a decision to make.

You can take a chance on other, inferior products that you're not really sure about – and that definitely *aren't* covered by a no-questions-asked, money-back guarantee. (My business partners *hate* that I insist on offering this policy -- but I stand behind the quality of this program **100%**.)

You can keep trying to meet and date women in the "conventional" way, and waste **endless** amounts of time, energy and money...pursuing girls instead of making *them* pursue *you*...

Or, you can **GO TACTICAL** and make a modest, one-time-only investment to ensure **major, long-term success** with all the fun, sexy, high-quality women you can handle.

[CLICK HERE To Test-Drive The Mack Tactics Program, Risk-Free For 60 Days!](#)

"Act Now, And You'll Receive EVERYTHING In This Mega-Package..."



MACK TACTICS: VOLUMES I & II, the infamous "seduction bibles," jam-packed with techniques and strategies about female psychology and attraction, power communication, dating strategies and seduction science.



TRAINING DAY, our video instruction series. You'll have a *front-row seat* at an actual Mack Tactics seminar in Las Vegas.



SECRETS OF SAME NIGHT LAYS, a special report and audio session that explains how to master the "fast hook-up" and get girls home with you *tonight*.



THE COMPLETE TACTICAL AUDIO COURSE: Our complete mp3 coaching series, containing over seven hours of instruction. You'll get the complete audio version of the book **PLUS** bonus material and extra sections including "Inner Game," featuring top lifestyle coach **Carlos Xuma**.

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You'll also score a copy of **THE H.T.M.L. GUIDE**, our expert guide to Internet Dating Tactics.



As an extra bonus, we'll also give you **ADVANCED SEXUAL POWER & PERFORMANCE**, an exclusive interview with one of the top sex gurus in "the game."



On top of all that, you'll receive **INNER GAME TRANSFORMATION**, an audio course and bonus book on how to reframe your attitude to make your game and confidence level "bulletproof."



And we've even thrown in a few ***secret bonuses*** just for the heck of it. (You'll download these extra bonuses along with your other materials...)

"Minutes From Now, You Can Have The Complete MACK TACTICS Program On Your Computer, Plus More Than \$250 In Free Bonus Products. Here's How It Works..."

When you accept our trial offer, you'll be directed to a secure web page where you will download all of these products straight to your computer. You won't pay shipping costs or have to wait for delivery -- it's all **instant** and **easy**.

All purchases are processed through a secure server and come with a 60 Day Money Back Guarantee. Yes, we guarantee 100% satisfaction for **EVERY** customer.

✓ **Protection #1:** If within 60 days you decide this program isn't for you, just erase the Mack Tactics e-book from your hard drive and email us for a 100% refund. No questions, no hassles, no hard feelings.

✓ **Protection #2:** Even if you cancel, we want to thank you for giving our program a try. You'll get to keep **ALL** of the Bonus Products, free of charge!

✓ **Protection #3:** To ensure your total privacy, your purchase will appear on your credit card statement as "CLI*KBANK." (Clickbank.com is one of the most trusted payment processors on the Internet. They've processed hundreds of thousands of internet sales and they keep your personal information totally private.)

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Your order is secure and fully guaranteed by  **CLICKBANK®**
 Remember: Your credit card will be billed by CLKBANK.COM

Click here to try out Mack Tactics. If you don't get FAST RESULTS, you are protected by a full money-back guarantee for the next 60 days.

Or, read a few reports from recent customers ...

"I used to get nervous around hot women and never felt confident and 'in control.' ***After learning this program my life has truly changed for the better -- and I'm not just talking about my sex life.*** I realize now that appearance, money and all that other stuff is secondary. I'm having the best time of my life because meeting women and getting phone numbers & dates feels fun and natural. I've read your book twice, but I still periodically refer to it for a boost of positive energy. You guys are the best. Thank you for sharing this knowledge. Now I've got a hot girlfriend, so when I go out I'm the 'wingman' for all my buddies."

Derek, Chicago

"Dean, I've bought three of your programs -- "Strip Club Seduction," "Dating Younger Women," and now "Mack Tactics" -- and I think ***your material kicks ass.*** I've been in the Venusian Arts for several years, and you are definitely filling in some holes. I especially enjoy your "Hypotheticals" -- I used that conversation strategy last night at a bar, and I had a whole group of hot girls hanging on my every word!" - *John D., Toronto*

"As I learned the Mack Tactics program, I had several 'aha!' moments where I reflected on my past behavior with women, and realized I'd been taking the wrong approach for years. ***This program taught me an incredible number of techniques, but in the final analysis, it showed me how to unlock my own, authentic nature.*** Even though I'm in a relationship now with a 100% loving, feminine woman (thanks to you), it's my duty as a Mack to put a smile on every woman's face. Please let your readers know about the huge impact this has had on my life. I'll keep you posted on my progress, Dean. Thanks again." - *David, U.K.*

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"Hey Dean, I've seen you before at the bars and clubs in Las Vegas (dude, introduce me to some of the hotties you are always with!!)... anyway, a friend of mine bought your book for me when I was getting over a breakup. I was blown away by how smart and powerful your material is. Your program is fun and easy to learn, and PACKED with positive, practical information... **every time I go out, I use your tactics and now I'm partying with a new level of women.** Thanks bro and keep speaking the truth!" - Nick, Las Vegas

"I was friends with a girl for a while, and I wanted to take things with her to the next level... but I didn't want to screw up our friendship and make her think I was just another guy trying to get her into bed. **Dean, your email bulletins and your book gave me the right attitude and the skills to cut through all the games and make this girl want me as a boyfriend. But now ANOTHER girl wants me, too! LOL...** It feels awesome to have lots of different options, instead of always getting 'hung up' on one girl..." - "Mike the Mack," Los Angeles

"I've been testing these tactics and ALL of them are working for me. **Women keep telling me what an attractive, funny guy I am -- and last night a girl even bought ME drinks!** Every day, if I'm at work, the park, the gym... I'm always meeting women and building new connections. As a bonus, work is better too -- I've been promoted, and I'm now the most successful salesman in a nationwide company. **This is proof that when you master your 'Inner Game,' as this program shows you how to do, you can conquer any area of your life.** I can't thank you enough." - Vidar, Norway

If you've come this far, I know you're serious about taking action and **HANDLING** your dating life.

And this is the clear line that separates winners from the losers.

Action is the real key to making it big in this world full of dreamers and talkers.

Anyone can **say** they want to get a hot girlfriend.

Anyone can **dream** of being with beautiful women.

But the rewards come only to those who actually **DO SOMETHING**, not just talk about doing something.

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You owe it to yourself to unleash the confident, playful, masculine, irresistible **MACK** that is within you.

You can elect to **grab the keys** within your reach now, or continue living your life as usual.

I think the choice is clear...

[Click Here To Download The Complete Mack Tactics System Now, And Try It Out With Your 60-Day, Risk-Free, Money-Back Guarantee!](#)

I look forward to hearing **your** success story very soon...

Your Wingman,

A handwritten signature in black ink that reads "Dean Cortez". The signature is written in a cursive, slightly slanted style.

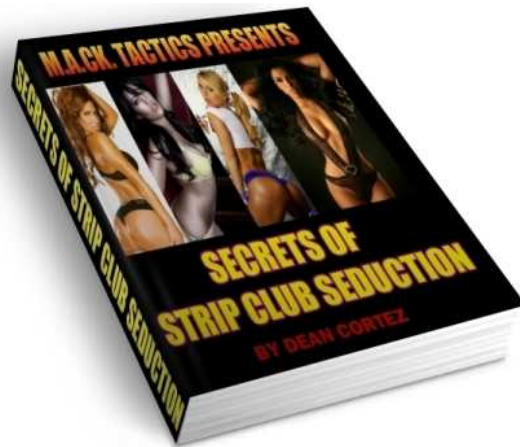
P.S. Why waste another weekend thinking, "if only I could find the right girlfriend...", or "why are all the hot chicks at the bars and clubs so stuck up..." (actually, they're not -- they're just **TIRED** of meeting so many unoriginal men who don't know the **RIGHT** way to flirt with her!)

P.P.S. You're about to get two legendary books, a video coaching program, a complete audio course, and bonus products worth hundreds of dollars...all downloaded straight to your computer for a fraction of the normal price. Best of all, it's completely **risk-free!** So what are you waiting for?

GO TACTICAL!

[CLICK HERE To Test-Drive The Mack Tactics Program, Risk-Free For 60 Days!](#)

Other Mack Tactics Programs:



[“Secrets Of Strip Club Seduction”: The Ultimate Guide To Seducing The Hottest Strippers & Exotic Dancers \(Click Here For Details\)](#)



“Secrets Of Dating Younger Women” (featuring 20 of the world’s top dating coaches and pickup artists! [\(Click Here For Details\)](#))

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