

Body Language Mastery

EYE CONTACT



JOSHUA PELLICER'S **BODY LANGUAGE MASTERY COURSE**

Josh: Welcome to my webinar today. This is a five week webinar series. My name is Joshua Pellicer, and we're going to be talking about mastering body language.

There are a lot of different areas of body language I'm going to be going over. There's a ton of information. It's enough for me to put it into five separate weeks' worth of material. I chunked it down into five different areas that we're going to be covering. We're going to go over each one in a different week, a different webinar, and a different video.

My name is Joshua Pellicer. I authored a book that you bought, called the Tao of Badass. I know it's a pretty lofty name. It's kind of a silly name, but I like it. Essentially the reason why I called it the Tao of Badass is because of two reasons. One is that I didn't want it to seem like I was taking this too seriously. Not just for me, but I didn't want the guys who are learning it to take this stuff too seriously either.

It's a very, very important area of my life. I'm sure it's a very important area of your life; that's why you're here. At the same time, it will consume you if you don't watch out. That's really what I teach guys to do, is not just be okay or good with women, or even just great with women, but to kind of master this area.

There are lots of different levels of mastery, and lots of different indications that you're close to mastery. I'll go over a couple of those before I get into the actual material here.

There are different levels of questions that you'll ask. This sort of indicates your different levels of mastery. Someone who's starting out in the very beginning of something (like a complete novice) asks the questions that are more along the lines of "what?". As in, "What do I do? What do I say?" They need a lot of guidance.



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As you begin to grow and get more comfortable you begin to ask the question “how?”. Once you know what to do, then you’re going to ask, “Well, how do I do that?” Once you understand the “what” you move on to the “how”.

Once you understand how to do something, usually the question then becomes, “Well why does this work in the first place? Why am I doing this? I really want to understand the breakdown of why this works in the first place, so I can recreate it in different situations. So I’m not always relying on this one technique or training (whatever it is).”

The next and final question of mastery is “when”. That’s a question of, “When do I do this? Do I do this at this time and not at this time? When is the proper time to do it? “

When you’re asking the question of, “When do I do this?” you’re really asking a question of savoir faire. Savoir fair literally means to do, but the translation sort of becomes to do the right thing at the right time. That really is what being savvy is all about and what being attractive is all about.

During these different body technique trainings that I’m going to be going through with you over the next five weeks, we’re going to be going over a lot of “what”, “how to”, and “why”.

The “when” questions are so specific, that I really would like for you to ask those on your own. If you get to the point where you are asking “when”, it’s a really good sign anyways. I’d love to hear your questions if you have any.

This course is called the 5-Week Body Language Mastery Course. What we’re going to be covering in this course is called The Five Pillars of Sex Appeal. A lot of people focus on mastering one thing. The tao of Badass



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isn't about mastering one thing; it's about mastering this entire area of your life.

I was absolutely horrible with women when I first started. I was just terrible, and it took me a long time to get better. Over time I started to learn when certain things would and wouldn't work when I was talking to women.

At some point a switch flipped in me. I met two girls in a row, and I lost them because I didn't know what the hell I was doing. One of them in particular was the most beautiful woman I'd ever seen. It was really painful for me to lose them in a row like that, because I was like "Well this is a pattern. I don't know what's happening here. Am I just waiting around for the right person to show up? Or do I really have some kind of control over this?"

I didn't want to believe that I was sitting around like a victim waiting for something to happen to me, so I began to study and learn. I went through this journey of learning, and I realized it's not just one area. It's a lot of areas all at once.

That's the caveat here. You have to think about this like you're looking at spokes on a tire, as you develop these different skills that you have. Each spoke is a different skillset. If you only have one spoke or one skillset, and you're a one trick pony, then you can't ride your bike.

You can't work on one spoke. You have to have several. Even just having two or three is not really enough. You have to have every single spoke that makes up an attractive man. As you go through body language, it seems to have about five different areas as well.

The five different pillars of sex appeal are:

1. Eye contact (which is what we're going to be covering today).



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2. Touch.

This is very crucial topic. Entire books are devoted to this topic. It's a really hard thing to master, because most people give up when they start to see negative results. It's a really difficult thing to push through and learn. You're already deep into the conversation by the time you realize you're getting rejected for touch. It takes a lot of interactions and a lot of practice to get this down.

3. Negative and positive body language.

This is basically how to get someone to chase you by using your body language. If you're getting a lot of women that are interested at first and then really quickly the attraction starts to die off, it's very likely that you're a victim of having too much positive body language. I'm going to teach you how to use proper negative body language to draw out a woman's attraction for you.

4. Psychological space.

Psychological space is something that doesn't get talked about a lot in my industry and in the dating coach world (or in the pickup and attraction world). Psychological space is essentially understanding how to step into someone's personal space, and instead of entering their world, learn how to make them enter your world when you do it. By that, I mean really having it so that when you talk to a woman she's fully engaged with you, paying attention to what you're saying, and just drawn in by your energy. It's a really hard thing to teach. I've broken it down into a science. I don't really like



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things that are hard to teach. I like to be able to break them down and make sense of them; otherwise what's the point of learning in the first place?

5. Dominate body language.

I want to go ahead and talk about the difference between negative body language and dominate body language. Dominant body language is showing dominance, control, and power through your body language. Negative body language is showing non-neediness through your body language.

There's a very big difference and a lot of guys get this mixed up. When you do get it mixed up, you overcompensate on one and you don't know how to use the proper tool for the proper job.

I look at these skillsets and all these different spokes that I have as tools on a tool belt. When you start to learn these different skills, you get a new tool. If you don't use all of your tools at the right time, then it's kind of like trying to hammer in a nail with a screwdriver – It doesn't really work very well. You can do it, but it's going to look terrible and you're going to be really frustrated.

It's much better to figure out which tool to use on which job (that's not a sexual innuendo, so don't go there). Dominant body language is one of the most important areas of body language as well. I'm really happy to talk about that. If you have any questions afterward, you can post a comment and I will get back to you as soon as I see the comment in there. Feel free to do that.



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Today we're going to be going over an intro, and then we're going to go straight into the first topic.

We read body language with our subconscious minds. What does that mean? Essentially it means that our conscious minds are picking up on all sorts of things, but our conscious minds are too narrow and too overloaded to understand all of the body language traits.

We're talking about tons and tons of micro movements and little tiny things that people do that we're all picking up with our subconscious minds. Just to kind of give you an idea, for every one bit of information that your conscious mind processes (as in one memory or one thing you notice), your subconscious mind is processing 10,000 bits of information. That's a lot of information.

That's a lot of work. If we had to do that consciously, you would just be overloaded all of the time. That's not efficient for a species, so we don't do that. We log things in our subconscious mind and then we sort of bring them out through a couple of different ways. I'll go into that today.

What does this mean that 10,000 bits of information are processed by your subconscious mind? What does that mean for you when you want to learn about how to attract, talk to, and meet beautiful women? It's not just meeting them. Any guy can meet women. It's really about knowing exactly how to attract women, which is a skill that most men do not have in the world.

Most of these things I'm going to be teaching you today, guys do not know. I'm very happy to be able to teach you.

What that means is that women will trust your body language more than they trust what you're saying. This is a very important concept. I know a lot of people who have not cracked this code right here and come to this



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realization. One of the ways you can tell if someone has not come to this realization is that they are still trying to recite things, use routines, or memorize lines (pickup lines) just to say so that a woman will be attracted to them.

The trust is that women don't care what you're saying. They're not even listening to what you're saying really in the beginning. Most of the time they're not in an environment to where they could hear you in the first place. The truth is that they're watching your body language. They're trying to see whether or not they're attracted to you by reading your body language.

Now, women don't choose to be attracted to you. It's not like they go, "Well, you know what? This guy makes sense. He's got all of the qualities there. I'm going to be attracted to him." That's not what they do.

Instead, they get a feeling that happens below the surface on a subconscious level. The language of that subconscious mind and the subconscious brain is body language.

Essentially what I'm teaching you how to do in this course is mastering the art of evoking attracting in a woman without ever having to say anything. That's really crucial.

If you've ever been around me, or if you ever get the opportunity to be around me you'll notice that I don't say much that makes sense when I'm talking to women. I'm kind of just joking around. I get very good results (obviously) with women. I've been doing this for a very long time. I've tried everything you can think of.

This is the bottom line; women trust your body language more than they trust what you're saying. They're going to be looking to your body language, which is why this is so important.



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20/20/60

I'm going to go over something that looks a little strange here. It's called 20/20/60. I'm going to go over different components here. I hope I don't lose you during this. If you have any questions feel free to ask.

We're going to go over the first 20. It stands for 20% of your communication is verbal content. That means what you're saying. So, 20% of information that gets passed is the actual verbal content. You probably recognize this if you've sent an e-mail or text and someone took it completely wrong. You meant one thing and someone took it a completely different direction.

The reason why they did that is because they're interpreting only 20% of what you're saying. When you're texting or when you're sending a message online, it's very important that you know that your tonality is not going in, and you know that the rest of the areas of communication are not involved. You need to make sure that you're extremely clear.

The next 20 is all about vocal tonality. Another 20% of communication is vocal tonality. Vocal tonality is how you talk. Essentially I could say the same thing twice. One would be, "Hey, how's it going?" And the other one could be, "Hey... how's it goin'?" Those are two totally different things.

One gives you a certain feeling, one gives you another feeling. Because of this feeling that's involved during the tonality of what I'm saying, you're allowed to now get an extra 100% of information as opposed to if you're just reading it. You would double the amount of information that you're getting just by hearing the way I say something.

For example, on this video that you're watching now in this class, you are getting 40% of the total communication possible. I have other things moving in front of you that are sort of mimicking body language, so you can sort of



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get a visual representation for that, but it's not full. It's not utilizing the full 100% of communication.

The final 60% of communication is all about body language. The majority of your communication will come across in your body language. Women know this, and this is one of the reasons women trust this more than they trust what you're saying or even how you're saying it when they first meet you.

When you first meet a woman is when it's most important to make sure that you have the body language down and the attraction down. Attraction can dissipate immediately if you don't understand how to communicate it via body language.

Eye Contact

We're going to be going over the topic of eye contact. Eye contact is one of my favorite topics. It's one of the least talked about. In fact, I know a couple of guys who do this exclusively. They just teach eye contact, because it is a very powerful concept.

This is especially important in areas where you can't talk very much. It's one of the most powerful ways to meet women (not just meet them, but attract them). At the same time, it takes a lot of guts to do it properly. And it takes a lot of practice to do it properly.

These concepts are not for people who are trying to keep their ego's eye and trying to be the tough dude all the time. Tough dudes are not very good at eye contact. You may think otherwise. It may be counterintuitive, but they're not. The reason why they're not is because they have something to hide. They have something to protect.



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Eye contact is a very honest art, and a very honest skill. If you're not good at it and you have some reservations on it, it will come across immediately, which is why it's so important to master this area.

A lot of women hold eye contact as a very powerful attractive quality in a man. If you can hold eye contact and it's straight and solid, then you are considered to be much more attractive than if you're darting around and you don't know how to keep a solid eye contact held.

You may remember earlier when I was talking about the first girl that I ever really loved, and that I couldn't keep the attraction together with her. One of the first things that drew me to her was the eye contact that we had with each other. I didn't have the ability to really attract her at the time. Many years later now, I have gone back and I got her.

I went back after eight years of studying this and becoming a master of this area of attracting women. I've been with so many women, and I've dated tons. I've dated multiple at the same time openly. I've broken every rule you can think of and I've made every mistake you can think of. After all of that, I went back and I got her.

To me, that was the reason I got into this in the first place. I talk a lot in the Tao of Badass about your intentions and why you get into this in the first place. Why you want to study, and why you want to learn. I strongly suggest that you think about why it is you really want to get good at this in the first place before you move forward. Whatever it is you want, you will get at the end of it. If you want to get laid a lot, you will, but you'll probably be unfulfilled. I know that sounds kind of crazy, but I've been there.

I've been there where it's like every night I could be with a different woman, but I got lazy and I got tired. I didn't really care about it. It's for some guys, but it's just not for me. I had to keep myself on track. No matter what your



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choice is, if you do just want to go get laid, that's fine. There are plenty of ways to do that. I got into this because I wanted to do attract my future wife, and I really believe that I've done that. I've done a very good job of doing that.

Eye contact is one of the most powerful ways to draw a woman in. That's why we're going to go over it today. Good eye contact shows core dominance and core confidence.

You've probably heard the expression that the eyes are the window to the soul. A lot of women would agree with us. They'd agree that by looking into a man's eyes, if he intrigues you at that moment, then it's such a powerful connection. It's such a powerful attraction that it's really hard to break it.

By the end of this class today, you should have enough knowledge to master the art well enough so that you can draw women in just by looking at them in a certain way, with a specific thing in mind. Again, it will show your true level of confidence and your true level of dominance.

It's really important that you finish reading the Tao of Badass if you haven't, because I do go over a lot about how to build that core confidence and show that core dominant quality.

Lack of eye contact will show weakness and submission. A vast majority of women (9 out of 10) are not attracted to submissive men. It doesn't mean that you need to be a balls to the wall kind of jackass. You don't need to be aggressive or anything. Being aggressive is overcompensating for fear of showing weakness.

Lack of good eye contact will show submission. It will show that anytime another guy comes up and starts talking to her, instead of standing strong, holding your place and showing her that you feel like you deserve her,



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you're going to back down, back away, and this other guy is going to be able to step right in.

We could go into a lot about the evolutionary psychology as to why this is important and why it came about in the first place, but the truth is for me, that doesn't really matter that much. I think for a lot of people it might, but for me it doesn't. I believe we live in a totally different world than we did when we were afraid of being killed by approaching someone from a neighboring tribe (back in the caveman days).

I do believe that we still have a lot of lingering visceral connections to these different gender roles. The typical male gender role being the dominant provider/protector, but now it's more of a social provider and social protector. The female gender role is being the empathizer, and the weaker, meeker, smaller, frail, fragile, and submissive version. She will not become that woman for you unless you are the man that she wants you to be. The man that makes her feel comfortable enough to do that.

In order to make her feel comfortable enough to be submissive and to be that delicate woman, then you have to have positive, strong, and dominate body language. Of course eye contact is one of those.

Facial Feature Reading

Let's go into the power of facial feature reading. I read a book called Blink by a guy named Malcom Gladwell. I definitely recommend it, it's a great book. The book talks a lot about the power of blink decisions (immediate decisions). It has really shaped a lot of the things that I teach. Not directly in the very beginning, but over time it's really shaped a lot of the stuff that I've learned, and I've integrated it into how I meet and attract women.



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It sort of made sense of a lot of the stuff that I couldn't make sense of before. One of the ideas that he talks about here is that he went and studied someone who had been focusing a lot on minor facial feature reading. They had looked at these different facial features that people would make, and they were breaking them all apart and taking all the little, minor and tiny details.

I have this illustration here. Essentially as you look through, you get a sense of how each person is feeling. This may be something you don't even think about anymore, but you can probably notice if I take away the tops and bottoms of everything and just leave their eyes, you'll get a sense that you can still understand the way that they're feeling.

If we just cut off their mouths, their foreheads, everything else, and just showed their eyes, you can kind of get a sense that you can still understand how these people are feeling. Most of the communication that we give through body language comes through our eyes.

I want to go through the level of why body language is an important thing to learn. Your body language is the first thing that people see to gauge attraction. The reason why they see it and they trust it so much is because it's controlled by your emotions.

What does that mean? That means that you feel something and your body acts it out without you even thinking about it. You're doing this all the time. In fact, you're doing it right now and you don't even realize you're doing it, because it's acting all on a subconscious level.

If you were aware of it, it becomes conscious and then you don't have the same kind of power that you would if you weren't aware of it. By default, you take this subconscious approach to your body language. Your body



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language is controlled by your emotions, and your emotions are controlled by your beliefs.

Essentially what women are doing when they're reading your body language subconsciously (they're sort of built naturally to do this) is they're reading your body language to assess your emotions, and to figure out what your beliefs are.

I think a typical question here would be, "Does that mean if I change my beliefs, it'll trickle down and change my emotion, which will trickle down and change my body language?" The answer is definitely yes. If you believe you're an attractive guy, you start to feel like you're an attractive guy, and if you feel like you're an attractive guy, you start to act like an attractive guy.

The funny thing is that when you start to act like an attractive guy, you become an attractive guy. It just takes time for it to trickle down. You have to work on the body language thing first, then work on the emotions, then work on the beliefs. If you can go straight to beliefs, I highly suggest doing that.

Ultimately, I'm going to give you the power so that if you do get emotional and you are kind of nervous, you don't lose it all as you move forward with the interaction. You can still keep the attraction going.

Again, what it leads into is that I want you to always assume that women can read your mind. They're reading so much information that's going on subconsciously (again, like I said 10,000 bits of information for every one bit of conscious information) and because that's what creates the attraction, they're looking at you (and mostly looking at your eyes) during this time to recognize whether or not you're an attractive person and they are going to be reading what's on your mind.



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It's very difficult to hide something from a woman. In order to truly hide something (if you wanted to do that) you'd have to have your entire body in alignment with what it is you're trying to hide.

Why should you always assume that women can read your mind?

There's a very simple answer for that, and that is because they can. I know that seems kind of silly, but they really can. They may not know exactly what you're thinking, but they do know whether or not you're faking it.

This is the most important thing, because as you move forward, it's going to be kind of crucial for you to be able to control your body language to the level at which you may feel sort of unnatural. You may feel like you have a little bit more control than you though you would, and you're sort of choosing to attract certain people. That should be your power. It should be your right to be able to choose whether or not someone's attracted to you. That's something I fully believe.

As you go forward, women will be able to sort of read your mind as we go through this. Body language is a very important area. I really believed that it was possible for me to meet and attract beautiful women in my life, and just sort of be one of those guys that would have this area handled for me.

But I had these old beliefs that are sort of stagnant from when I was younger that didn't really work for me anymore. I didn't know how to get rid of them, so I started learning how to control my body language, and it sort of trickled up into me realizing that I actually was an attractive guy. It wasn't until I realized that, that it started working for me.

You may be thinking, "Well what if you're not an attractive guy?" I guess that's a pretty good question. That's exactly what I mean. I felt this exact same way. I thought I wasn't an attractive guy and I had girls that would say



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that was true. I had a lot of relationships in the beginning where women would leave me for more attractive guys. I just didn't know what it was.

I didn't know what to do. I thought I could go down the "be an intelligent guy" route, or the "be a sensitive guy" route. It didn't work. If you tried all those different things like I have, you've likely seen some minor success with that and then seen a big issue with it. It isn't sustainable and doesn't work in the long term.

Eye Accessing Cues

Let's go into one of my favorite topics: eye accessing cues. Eye accessing cues are, in my opinion, one of the most beautiful skillsets to learn. We're going to cover reading her eye accessing cues, and using your eye accessing cues.

Eye accessing cues are a concept that has been widely accepted in the world of neurolinguistic programming and lot of psychology. When you look in different directions, you access different parts of your brain. This has been supported a lot. I'm not sure if anyone has ever done a study that was so conclusive that everyone has accepted this. It's a relatively new concept.

A lot of governments use this. A lot of different casinos use this to tell whether or not you're cheating. It's something that we spend a lot of money learning how to do, and I'm going to teach you the ins and outs of using eye accessing cues while you're attracting, so you can understand eye contact and you can sort of read a woman's mind as well, while she's reading yours.

I want you to be able to do this consciously. Let's go over reading her eye accessing cues first. It's kind of like being able to look at a woman and tell whether or not she is attracted to you, thinking of someone else, or lying to you. You can tell whether she is tired, distracted, unattracted, deeply and



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seriously sexually attracted to you, or in love with you. You can tell whether or not she just wants to be friends with you, or if you're going down that route of just going to be friends.

You can tell a whole lot just by knowing how to read her eye accessing cues. You'll be able to tell when she's lying – or when she's thinking about lying, especially. You'll be able to predict which topics she'll be emotionally attracted to. You'll be able to control whether or not she gets emotionally invested in your conversation, which I can tell you is a very powerful skillset to have.

If you can control whether or not she's emotionally invested, that means that anytime you want to you can draw out of her this deep emotional connection and deep emotional attraction for you. Being able to trigger these different eye accessing cues is a really crucial thing. I don't really teach it much because I think a lot of guys would use it for evil. Plus you need a lot of understanding before you can get to this point of how to attract women in general.

I'm going to go over this today since you are in sort of my advanced course, and you've gotten a hold of this body language training course. I wanted to go ahead and give it to you now. You're also going to learn how to draw out forgotten memories from her during the conversation while you're talking.

You'll learn how to do all of this just by reading her eye accessing cues. Let's imagine that she's looking up and to her right. First, I want to clarify that whenever you're looking at someone else and you're learning eye accessing cues, it's imperative that you realize their eye accessing cues are reversed to yours.



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Up and to her right is up and to your left. If you were to learn this the other way around, you probably wouldn't have the ability to truly read someone's eyes as well as you need to. You'd probably read them backwards.

Another thing I should point out is that some people have what are called reversed eye accessing cues. Reversed eye accessing cues means that whatever I say is left will be right for them. And whatever I say is right will be left for them.

The best way to do this is to really just test to see what you think she would be thinking right now, and get a sense as to whether or not she is accessing her left or right brain by looking left or right at these different times.

We're going to assume that she has sort of a standard view. I've seen other diagrams that are drawn up that are exactly the opposite of this, so take it with a grain of salt. Just remember that my left may be someone else's right.

When you're looking at her directly and she's looking at you, if she looks up and to her right, that accessing cue is called visual memory. Visual memory essentially means that she is imagining something that has happened already.

Looking up and to the right, you should be able to recall memories a little bit better than if you're looking down to the right or up to the left or down to the left (especially down and to the left).

Visual memory is an eye accessing cue that will allow you to access those pictures (or moving pictures) as short clips in your mind of things that you've seen before in the past. When you see a woman who is looking up and to her right (if she's looking at you, it would be your left), then that means she's probably accessing her memory and she's imagining something from her memory.



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You can also what are called control questions to figure out whether or not she has reverse eye accessing cues. Control questions are like when you ask a question that you know she has to imagine something from the past in order to answer. Such as, do you remember the color of your house when you were growing up? And she'll probably say yes, and she'll probably tell you what that is.

If you ask her a question like that and you see what direction she's looking up in, you can sort of calibrate to figure out which direction she's looking in, and whether or not she has reversed or standard eye accessing cues.

That's called your visual memory. Women will use this whenever they are having a lighthearted conversation. They'll also use it this when they're trying not to think of something sexually. When they're trying to think of something that's not sexual they'll look up in this direction. They'll also look up and to the left.

When she look up and to her left then she is accessing an eye accessing cue called "conceptual visual" eye accessing cue, or your conceptual vision. This essentially means that she is imagining something visual that she has never seen before. This is crucial because it plays a big role in whether or not someone is lying to you. If you ask them a question like, "Where were you last night?" and they look up and to their left, they very well may be thinking about lying to you.

This is a crucial concept. I don't want you to go all crazy on me. You can't make this a be-all end-all here. You can't just say, "Oh you look up and to the left. You're lying." That's not how it is. There's a lot of leeway with this. You're looking for clusters of body language traits.

Let's say she was covering her chest, crossing her arms, looking up and to her left, and then also furrowing her brow or maybe getting aggravated and



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angry as she is talking, it's very likely then she's lying, because that's a cluster of lying tells.

If she looks up and to her left, she's imagining something visually. If you see her looking in these different directions that means she is accessing that different part of her brain.

You can also evoke these different parts of her eye accessing cues by drawing her attention to this area. For example, if you're describing something and you put your left hand up, she's going to look up at your left hand, which is going to be up and to her right. If you want her to remember something visually and you want it to be easier for her to do so, tell her to look up at your hand. This has to be a deep conversation. You don't just walk up to a girl and be like, "Look at my hand!"

Again, of course, if you held up your right hand or told her to look at something that was up on the ceiling, or somewhere up and to her left, you would be able to allow her to imagine something a lot better. You can sort of draw her in.

Women find this very attractive when you can control this emotional state within them. To them it's a direct correlation to how you're going to act within the bedroom. They see this sort of dominate and powerful man as being someone who they believe can lead them into extreme ecstasy in the bedroom and also be able to control when they break out in emotional fits. If they do that every once in a while, you'll be able to control it and be able to stay calm during the process and not flip out or get angry.

When she looks down and to her right she's accessing her emotional memory. Again, that's down and to your left when you see it. This is probably one of the most powerful eye accessing cues available. It asks us



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to draw on things that we have felt in the past. Usually we draw on very powerful emotional memories.

When a woman starts to experience these emotional memories with you, she starts to build up massive amount of trust with you. I'm going to go over how to use these different accessing cues in the next section. Just know that, for now, if she's looking down and to her right (down at to your left if you're looking at her) then she's accessing her emotional memory.

One time I was dating this girl. I was just in the very beginning of meeting her. We went on a date. She was a PR agent, but she refused to tell me who her clients were. I was like, "Okay, well I don't really care. It doesn't really matter to me." I was in New York. We went out, we had a drink. I was drinking a Guinness (which is my drink of choice, by the way, if you ever want to buy me one I'm totally down for having one).

As I'm talking, I'm watching her eye accessing cues to see if I get a strange tell so that I can see whether or not she's lying about certain things. I can see whether or not she's a very visual person, whether or not she's emotionally involved in something, and so on and so forth.

I was talking to her and the Rolling Stones came on. I said, "Oh, I love the Rolling Stones." Immediately she looked down and to the right. I made a mental note. I said, "Okay, well that's interesting." Once I got that note for myself, then I went straight into trying to figure out and uncover what it is about the Rolling Stones that makes her emotional.

I went and elaborated a bit, and talked about it in more detail. I said, "Oh, you know, I feel like I connect with Mick Jagger on some level." I had a friend at the time that connected with Keith Richards. I was like, "If I met them I'd have to introduce them to my friend first." I just sort of went onto this little thing and was smiling and talking.



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Every time I said the word Mick Jagger I saw she looked down and to the right again. I could say the Rolling Stones now and she wouldn't look down and to the right, but if I said Mick Jagger she would. Immediately I knew that she had an emotional memory around Mick Jagger.

It could mean that her father listened to Mick Jagger, knows Mick Jagger, or is Mick Jagger. It could mean that when she was little she used to like Mick Jagger. Who knows? I sort of gathered from her being a PR agent, and then her not wanting to tell me who her clients were, and then her having an emotional association with Mick Jagger, that she was representing the Rolling Stones.

The next words that came out of her mouth were, "I didn't want to tell you this, but I actually represent the Rolling Stones." I was like, "I know you do, because I could tell, because I'm reading your eye accessing cues." It's just a really fascinating thing to give you a window into how to use this in everyday conversation with women and how to attract them.

Of course that's a really powerful thing. She was very attracted because I was able to do that. Not only that I was able to do that, but that I didn't just call it out and guess. I dug a little bit deeper to figure it out and drew it out of her. It's really entertaining for me to watch a woman go through these different emotional associations. I really like it because it makes me feel like I really have a lot of control.

The final is down and to her left, which is going to be your "conceptual emotion" or conceptual emotional brain. Down and to the left is one of the rarer accessing cues. A lot of people use this for internal monologue. It's where you're not just accessing your emotion but its concept. It's something that you haven't felt already in the past, and you're sort of creating or imagining it now.



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It's not imagining something visually; it's sort of talking to yourself like, "I don't know. What do you think about that? I'm not really sure how I feel about this. Is she really doing this? Does she like me? Does she not like me?" It's sort of this internal monologue that you have with yourself.

That's your internal monologue area. If she's looking down and to her left (which is down and to your right whenever she's looking at you) and you see her look down in that direction (sort of the bottom right quadrant of your view), then she's probably thinking to herself, "I'm screwing this up." Or, "What are you saying?" She might be saying, "What if he doesn't like me?" All of these are different thoughts, loops, and tapes so to speak that we have going through in our minds. We replay these through this quadrant.

You can tell what she's feeling in that respect by looking in that quadrant. All of these eye accessing cues through reading them on a woman will allow you to sort of peer into and read her mind a bit. You can definitely uncover some things about her that she doesn't even know how to express or definitely doesn't think that you know about her.

Whenever you bring them out in a really understanding and caring way – and you don't belittle her for those different thoughts – you will have a very strong and powerful connection with her. She will feel like she's revealed some really deep and dark secrets to you. You didn't flinch, you just accepted her fully.

We are much more likely to be attracted to somebody who is already accepting of us. That's why it's important to be able to read these things and these different eye accessing cues.

The whole show "Lie To Me" is really about reading these different eye accessing cues, looking in the different directions that people look, and reading body language to be able to tell whether or not they're lying.



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I want to go over something that you can use to tell whether or not someone is actually lying to you. That's called dragging eye accessing cues. Dragging eye accessing cues are essentially where you can tell whether or not someone is lying by the series of directions that they look in.

You can tell by when they look in certain directions, but there's also something someone does which is called dragging a lie. Dragging a lie is essentially where you look in one direction and then you sort of pull it over to the other direction.

What they're essentially doing here is they're looking up and to their left first (which is the conceptual side). This is when they're thinking of the lie. They're trying to imagine the lie that they can tell you. Little by little they're dragging it over in this direction to recall. By the time they're finished talking about it, they're going to be looking up and to their right (which is your left). Then they'll look at you and feel like they've just submitted that as a true statement.

Usually you'll see them kind of do this. They'll be here and they'll go, "Um, yeah well last night..." their eyes will go in this direction, back and forth. "Last night I was out with some friends and I got caught in traffic. We got home really late because of that." Now they're here and then they'll look at you.

That's what you want to look for if you do what to tell whether or not someone's lying to you. You don't need to be caught up with that. You don't need to be overly obsessed with that concept. But if you do want to tell whether or not someone's lying to you, this is a very big indicator that they are.

Keep that in mind. Again, it's called dragging a lie or dragging eye accessing cues. That will let you know whether or not they are lying to you. You never



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want to end a relationship based on this, but you do want to let them know that you know that it isn't true, and you want them to reveal to you that wasn't true so that there's no lying involved in your relationship in general.

You don't want to try to catch women in lies too early. To be honest, women lied to me a lot. People lie. Guys lie too. We lie. We try to pretend like we're more confident than we are. Women lie and try to pretend like they're less needy than they are. Whenever I see women lying to me it's not necessarily a bad thing. I just look at it as if it was something that they don't want to own up to yet, especially early on in the relationship and in the interaction.

If I'm still in the attraction phase I will almost never (or very rarely) call out a lie. I will just make a mental note, and I will know more than they think I do. That gives me a leg up. Once I reveal that I know that they were lying, it takes all of my control away and I don't have the upper hand anymore.

I want to keep that information to myself and I want to use it to be able to know whether or not they're attracted. I want to try to see patterns – whether or not they keep lying, or if they don't lie very much. If they lie a lot, I try to act like I'm cool with everything so they don't have to lie to me. They've probably never met a man like that before.

If they don't lie often, but they access their emotions a lot during the conversation, then I will be very serious with them whenever they get serious. I won't joke around, because they won't be able to handle it.

If I see them accessing their visual brain a lot, looking up and to their right often (accessing their visual memory), then I'll talk a lot more about things that are vibrant from my past or things that are beautiful, and paint a picture for them so that they can get a lot more of a connection with me.



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If they're looking down and to the left a lot, then I'll talk a little bit more about how I have an internal monologue and what I say to myself every once in a while. I may say that this isn't right, or I'm not good enough. I might reveal that to her.

Using Your Eye Accessing Cues

Let's go into how to use your eye accessing cues to attract her, and to get her to feel different things. With these techniques you're going to be able to evoke trust towards you (have her trust you more). You'll also be able to bring out your own emotions during rapport. You'll be able to make yourself feel something that you want to connect with her on. In my book I go into a lot about rapport and connection. It's a very powerful concept.

You'll also be able to keep yourself from getting too emotional or showing extreme signs of weakness too early on. You'll also be able to more vividly remember your ancient memories that are older.

From your point of view is how I'm going to be speaking from here. Up and to your right is actually up and to your right, because this is you in your brain. Up and to your right is going to be accessing your visual memory. You want to look up and to your right whenever you're trying to remember something visually, but also whenever you want someone to think that you're trying to remember something visually.

For example, if she throws you off by saying, "How many women have you slept with?" and you don't necessarily feel comfortable with that. Maybe the number is too low – it makes you feel like you don't have enough options. Or the number is too big, and you're afraid you're going to scare her. While you're thinking about it, if you look up and to the left she's not going to trust anything that you're saying.



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While you're thinking about that number, whether or not you're going to lie (hopefully you don't have to) keep your eye accessing cues up and to the right. Typically what I do is I'll tilt my head a little bit and then I actually look up and to the right pretty solidly in order to bring back this memory.

This makes people feel like you are accessing your visual memory. You can use this in other areas of your life too. This is a very powerful thing, because if you are accessing your visual memory people will trust that whatever you're saying is actually something that you're remembering and not something you're making up. It's very powerful to use.

Up and to your left is going to allow you to imagine things that are new. If you're in a conversation where someone is talking to you and they're like, "Could you imagine what it would be like to...?" If you look up and to the right they're going to get a disconnect from you in that moment.

You have to look up and to your left at that time and go, "You know I could kind of imagine that." It doesn't matter what you're saying at that point, because most of the communication is coming across in these micro body language movements. That's the point here.

If you look down and to your left, this is going to be if you're in deep thought. Not necessarily that you're in deep emotional recall here, but you are deciding how you feel about something right now. If you have to make a really big decision, looking down and to your left is a really good thing to do. Not only will it help you make that decision easier based on your emotions, but it will also allow you to project to them that you are taking this conversation and this question seriously.

I have a problem. Sometimes I'll smile whenever I'm not actually happy. It seems like I'm not taking things very seriously but I am. Until I learned how to do this, it was really hard for me to go into really serious conversations,



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because I was afraid that someone was going to get angry at me because I wasn't taking it seriously.

As soon as I started doing this I just sort of aligned myself and set it up so that when I looked down and to the left I was answering a question that would cause some deep thought for me. Down and to the right was also for emotional recall for me. If I was trying to remember how I felt about something I would down and to the right.

This is the section I look into normally whenever I am building rapport with someone. I'll look down and to my right because that's what they're used to seeing. They're used to seeing someone who's looking down and to the right when someone is being honest and true, and when they're being trustworthy.

That's how you evoke trust with someone that you're talking to. If you want them to trust you or whatever it is that you're saying, you have to look down and preferably down and to the right during that time. Otherwise they're going to think that you're trying to stave away any emotion that you might have.

If you do have some kind of emotion that you don't want to have take you over, you can look up and to the left and it will get rid of that emotion. For example, try thinking about your last relationship that failed. Think about the breakup and how hard that was to go through. Look down and to the right as you're thinking about it.

Picture her in your head, but just look down and to the right. Don't look anywhere else. It brings up all these emotions that you have. In fact it's happening to me right now as I'm doing this. It's kind of subconscious.



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Now try looking up and to the left and doing the same thing. All the emotions are not there, but all the memories are still there. All of the concepts are still there. It's even hard for me to remember what she looked like or anything like that. As you can see it's a really strong demonstration as to the power and the effect of these different eye accessing cues for yourself.

Does it matter if you're right or left handed? That's a really advanced question. No one really knows as to whether or not it matters if you're right or left handed, but it's been suggested that left-handed people are more creative, because they stimulate their left peripheral more. Of course you know that your left peripheral is your conceptual brain.

People think that left-handed people are more creative (and this is a theory, of course, this hasn't been proven yet) because they're always reaching out with their left hand to make things happen to work, to pick stuff up or whatever, they're getting a lot of stimulation on their right brain which is attached to their left peripheral.

As they reach out and do that it does stimulate that conceptual brain more and it's theorized that's why that they are considered to be more creative people and they sort of think outside the box. Of course it's not true across the board, but it is a really good indicator.

There's no correlation to reverse eye accessing cues based on whether or not they're right or left handed. There's nothing that I've seen, and I've done a lot of studies myself. It's really all across the board. I've never found a pattern yet to tell just by looking at someone whether or not they have reverse eye accessing cues unless I actually look at their eyes, and I can tell.

Map of Interaction



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If you have read the map of interaction, it's a pretty large section of my book, the Tao of Badass. It's been taught in a lot of places. It originally comes from a concept of sales and marketing. You have a group of people or a person that you're talking through, and you go through these different stages during that conversation with them.

The first stage is a stage of attraction. That's where they're curious about something. A lot of sales people will try to get you hooked on asking you questions like, "Do you have back pain? Do you also feel lonely? Do you want to be a millionaire? Okay. Well if you said yes to all three of those things, then you must need this product."

That's the idea of getting you curious. The way to make you curious in that instance is to ask you questions that lead you into wanting to know more. "Why are you asking me? Is there an answer? Is there a solution to this?" They want to create that curiosity.

Next they're going to build rapport with you. They're going to make some kind of connection with you that says, "Hey look, I'm like you too. I feel this way." They're going to try to connect with you on some level, and show some kind of emotion and vulnerability. Then they're going to seduce you with an offer and say, "You have to act. You have to get the answer. You have to consummate your desire for this right now."

You can imagine that this plays really well into attraction and meeting and attracting women. The guy who originally took this sales concept and brought it over to the dating and attracting women world is guy named Eric Markovic. You may have heard of him. He's a really smart guy. I don't think he really knew that he was coming up with something so brilliant whenever he did this at the time. Now I think he understands how powerful it is.



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I have taken concepts from all sorts of people and I've broken down most of them down. There's usually something wrong with them. This is one of those things that I've taken apart 100 times and it's just perfect in so many ways. There's only a couple little things in the Tao of Badass that I have to go over that are really important and different, in particular an area in attraction and then one in rapport.

Let's go over how to use eye contact during attraction, how to use it in rapport, and then how to use it in seduction to get through these different stages. During the stage of attraction the mode you're in is a happy-go-lucky, young, kid mode. You're not acting like a kid but you're lighthearted, fun, smiling and being light at the time. Nothing is really too serious.

This is a really important concept. A lot of guys try to shun this because they think that it's a lot of work or that it feels fake or whatever. They may be nervous and they don't want to pretend like they're not nervous, so they get really serious – but they're not serious either. They just become serious because they want to hide the fact that they're nervous.

When we're in the stage of attraction, the eye contact that you should use is a really light, fun, smiling and fleeting eye contact where you can look at someone solid for a few seconds, but you can look away whenever you want to.

After about three to five seconds you probably do want to look away, but sometimes you don't. If you want to skip straight to seduction and really seduce a woman, you can keep and hold that eye contact and you can walk toward her with the eye contact. That's a really powerful technique to use. It helps you progress through the stages of the Map of Interaction really quickly.



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During rapport, the eye contact you're going to be using is going to be very solid. You're not going to look away at all. This is something I had to learn how to do. I had to learn now to express the way I felt without looking in any direction – just looking straight at their eyes as I was doing it.

When you do this it's such a powerful rapport technique. The rapport is so solid and concrete that women will feel so drawn into you. It's a trick or skill to learn. It's really a sneaky thing though, because if you are projecting confident thoughts during this stage of rapport while you're making eye contact, she is butter in your hands. I'll go into how to do that a little bit later.

Seduction

Last there's seduction. During the stage of seduction you're going to be combining what you had used for the first two attraction and rapport stages, and you'll be doing them both at the same time. You'll be smiling and you'll be looking directly at her eyes without looking away. That's the combination. This time you'll be thinking of really powerful sexually-charged ideas.

They do come across when you are talking to a woman and when you are looking at a woman. You can really project that feeling and that emotion. That's been tracked and tested a lot of times. People have used this for a long time.

I have a friend whose interview you'll get the opportunity to hear at some point (if you're a member of the member's only area). I have an advanced coach's prep course that I teach. It sends out a video every couple of days teaching a technique, and if you are a member of that then you'll be able to hear my interview with him.

He was a spy for the US government. His job was to go and seduce people at parties that were working for organizations in order to get information out



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of them. He literally had to approach women that he didn't know. He had these series of movements that he did and he would seduce them and then get information out of them.

I know it sounds like something out of a movie, but it's real and it was his real job. He actually quit the job eventually because he was lying to people so much all the time that it was just really strange for him and he didn't like it.

They are really awesome techniques and it's a really powerful concept. It's been used by a lot of governments for a long time. It's been proven.

Eye Contact Techniques

Now we get to everyone's favorite part here, the big circle of eye contact techniques. First let's talk about projecting your state. This is when you look at a woman and send an emotion to her without ever saying anything – projecting what you're thinking into a woman's eyes thorough eye contact.

There are a couple of really famous people that have taught this. The world of NLP (neurolinguistic programming) is littered with all sorts of concepts around projecting your state. I will be teaching a course on using NLP to attract women and create confidence within yourself in the future. For now I'll go over this one concept.

Projecting your state is essentially playing on the idea that no matter what you do you cannot hide what you're thinking. Since that's the case, why not use what you're thinking to project onto the other person? Project what you're thinking onto them so that they can pick it up.

Remember that they're picking this up subconsciously. You can't send a phone number through eye contact. It's not specific enough. But you can



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send a feeling through eye contact. The way to do it is actually pretty simple, but a lot of people don't do it because they're nervous when they make eye contact.

You can do this in a crowded bar. It can be loud. You can do this across a café. You can do it across a park. You can do it sitting in church. You can do it whenever you want to, to anyone. They will get that feeling from across the room.

Psychologically, what they're doing is they're picking up on all these little minor facial patterns and these different expressions that you are giving. They're so small that you couldn't possibly tell them apart outside of just a feeling you get.

You can ask any woman this. She will trust her gut feeling before she trusts anything else, because it's usually right. You want to use that gut feeling that she has in order to evoke massive powerful attraction.

What you do is look at a woman directly in the eyes. You can practice with anybody you want. You can practice with a friend of yours actually if you want to. Next time you're looking at a woman in the eyes and you're talking to her try thinking something really intently in your head.

One of my favorite things to do in the beginning is to look at her and think, "You're adorable." That sort of state projects this really attractive quality in me that makes women think that I've already accepted them, but not so much that I'm going to sleep with them.

That's what a guy who has lots of options for women would do. He would say, "Well, you're really adorable and you're really cute. All of the things you're doing right now are really cute, but I don't really know you yet, so I wouldn't say that I'm going to sleep with you yet."



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If you have a lot of options, the things that you measure an attractive woman by start to change. As you start to get better with this, the things that you measure an attractive woman with are going to change for you as well. Keep that in mind.

You're going to be projecting that onto her. In the beginning you're going to project, "You're adorable." A little bit later on when you're connecting with her you're going to think in your head, "I completely accept you for who you are." You're going to be thinking that phrase over and over again in your head as you're looking at her or talking and thinking (as she's speaking as well).

What will happen is, if you let this hit you, it will change your facial expressions. You should feel different whenever you think this. If you're feeling differently when you think it, then it's working. She's feeling differently too. In the beginning, like I said, you're going to be thinking, "You're so adorable." That should change the way you feel. In fact, that should take a lot of anxiety away from approaching a woman.

A little bit later on you're going to be thinking, "I completely accept you for who you are." And finally you're going to be thinking, "I want to expletive, expletive, expletive you on the floor/couch/whatever." You can literally think about her having sex with you or her giving head to you. Whatever it is that you want to think about that really turns you on during the stage of seduction. It will project that sexual state onto her.

Of course you can walk straight up and project that sexual state in the beginning, but it's very risky. You can come across like a creep if you do it. I've done it before. It can work, but you have to know how to blow through the other states really quickly.



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As you go through and use these different eye contact techniques, you're going to learn these skills and you're going to get better and better as time goes on. Keep that in mind.

Smiling with Your Eyes

The next technique is called smiling with your eyes. When you walk into a room or a bar, your default mode needs to be that you're smiling with your eyes. What I mean by that is that you are not just smiling with your mouth. Smiling with your mouth doesn't mean anything. In fact, never smile with your mouth. It's not important unless you're laughing or something.

It's much more important that you smile with your eyes. What I mean by that is that you have a sense of calm and a sense of amusement over your eyes. The way you do that is you actually calm yourself and actually amused by something. That's the only way you can truly do it. You can't fake this stuff.

What I usually do is I picture something funny. One thing I used to do is picture a beautiful woman who I was really nervous to go talk to taking the nastiest shit ever. I know it's kind of gross, but I would picture her just breaking the toilet, having horrible explosive diarrhea. It would be so gross for me for a second that it would really bring her down in my mind to human level.

I would find that kind of amusing for myself, and I would walk up. After that it was usually no problem for me to approach her after I did that. In the beginning I had to really bring out something that was amusing and silly. I'm not going to say that's a good thing to do all the time. It may not work for you, but think of something that makes you amused.



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My friend thinks of the Family Guy Peter Griffin laugh. I'm sure you know what that sounds like if you've ever seen Family Guy. He basically just imagines Peter Griffin laughing and that makes him smile.

Whenever you walk into a place women are looking at your body language and they're telling whether or not you're attractive immediately in the very beginning. If you don't have attractive body language, then you're digging yourself out of a hole as time goes on.

If you're smiling with your eyes as a default, women will find that very inviting and very attractive. If you just try to smile with your eyes as you look at a woman, she's going to think that you've already been attracted to her just by looking at her. She will have less of an incentive to really get to know you more, because there's nothing to do; she's already won you over. Keep that in mind.

Eye Contact Game

The next technique is called the eye contact game. The eye contact game is a game that I used to play in the beginning to really get good at having solid eye contact. I've used this over the years. I think originally I first saw it from a guy who is named Owen Cook. He's a colleague of mine who does similar training to me. He had this eye contact game.

Essentially what he would do is walk and get eye contact with a woman. The way to get eye contact with a woman, by the way, is to actually look at everyone's eyes as you walk by. Only about 1 in every 10 people will look at you, but if you're walking down a street and there are 10 beautiful women, one is going to have solid eye contact with you.

If you do this eye contact game you're going to evoke an emotion within her and you are going to attract her. That means you can attract 1 in every 10



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women that walk down the street, possibly more. The eye contact game is when you see a woman and you lock eyes with her, hold the eye contact and refuse to look away first. Just don't look away. Don't look away unless she does first. It doesn't matter who it is. Just look at her and keep the eye contact.

It's going to feel weird. You're going to have all these weird, "Look away, look away, look away" feelings. You're going to be like, "No I've got to turn! I can't keep looking! I can't keep this going! This is weird!" Your brain is going to go crazy. You're going to try everything you can do within your power to try to stop you from making this solid eye contact. I want you to keep it until she looks away first.

You'll almost always get her. She'll look down a little bit away from you and she'll smile, almost always. When she's doing that, you know she's accessing her emotional brain because she's looking down. You just evoked an emotion within her. Then she's smiling because she can't help it. It's a positive emotion.

You can tell right then you made her feel attracted. Not only that, but you made her feel attracted in a dominate way. I also have a three second game that I used to play where I would hold eye contact for three seconds with everybody, but that's not the eye contact game. That was after I had mastered this game and I had overcome it.

Eventually you want to get to the point where you're holding eye contact with a woman and you feel no nervousness. It will probably take about 20 or 50 tries on this. You have to do it solid for about 20 or 50 people. After that you are not nervous anymore looking at women in the eyes and holding that eye contact.

Which Eye?



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Here's something that's really cool that I don't really teach a lot of people. It's kind of a technique. It's small, and if you don't have a lot of other information then you can't really use it. If you're looking at a woman, a lot of guys have a hard time figuring out where to look. Obviously you're going to be looking at her eyes. I know a couple places that I want to look in the beginning.

If you're looking at her eyes directly in the beginning, you can't really look at both her eyes at the same time. You can look at her nose or somewhere in between, but that's not as powerful. Which eye do you look at? Where do you look when you're talking to a woman? Where you look that I have found is very powerful when you first meet a woman is into her left eye (which would be the one on your right as you're looking at her) and talk sort of at that left eye.

If you look at her left eye and you talk, essentially what you're doing is you are appealing more to her conceptual brain because that's her left side. If you're appealing more to her conceptual brain you're not hitting all of her logical barriers. Her left eye is associated with her right brain. Your right brain is your creative brain. Your right eye is connected to your left brain. Your left brain is your logical brain.

If she has logical barriers like, "Oh who is this guy? I don't know if I can trust him," and you're talking into her right eye, you're going to be hitting all those barriers. It's like running through a lane with a bunch of hurdles. If you look and talk into her left eye you're going to have more of a chance that you'll be able to bypass all those hurdles and run free at full speed. You can bypass a lot of those barriers she might have up.

This technique alone doesn't work at all by itself. You have to use a lot of other things. You have to be projecting something as you're talking to her. Just fix on her left eye, and just look at her left eye and that's it. I do this with



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everybody now. I've done it since the day I heard it, and it's completely changed my game altogether with how I approach and attract women.

It also allows me to feel like I'm in a lot more control than I was before. As you're looking at her imagine these two O's in look are her eyes. If that's the case, you're going to be looking into her left eye.

Next we're going to be talking about getting a woman to approach you using eye contact. This is not something that a lot of people ask about, because the idea that a woman could approach you by having you look at her is a really powerful concept.

What I do here is something that I've done for a long time. A lot of guys are too afraid to do. I implore you to do it. I really think that you should. It's a very powerful technique, and it's not very hard to do. It just forces you to not take yourself so seriously when you are meeting women.

If you are taking yourself very seriously and you have an ego about it, you're not going to be good at this. You're going to get to a certain point then you're going to be outdone by every single one of my other students, followers, listeners, and readers because people who drop their ego can learn faster and grow more. They also attract women better.

I know it sounds crazy, but it's true. We've seen a lot of guys with huge egos attract women, but they're not the peak. They're not the echelon. There's a level beyond those guys that you can reach. That really is utilized right here during getting women to approach you using eye contact.

Let's say that you're at a place and you're talking to one of your friends. You look over and you happen to catch eye contact with a girl who's across the room. At that very moment you have about 3 to 5 seconds to do something



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with your body language that will allow her to feel like she needs to approach you.

If you do something too dominant like stare her down, wink, hold the eye contact, bow up (be strong looking) then she's going to take a purely submissive roll and she won't feel right approaching you. If the guy's natural role is to approach a woman and you make her feel like a woman right off the bat she's going to expect you to approach her.

That's great; I think you should do that, but if you want her to approach you then from the very beginning when you first make that eye contact what you have to do is you have to smile immediately and then wave. I know it sounds really silly, but stick your hand up and kind of wave and smile as if you're a little kid. Not going crazy and wailing around. Don't make a big scene about it, just smile and wave and then keep smiling for a second and then turn away.

The key is to turn away and turn your back a little bit and start to do something else. Talk to somebody, order a drink if you're at a bar, whatever it is distract yourself for a bit. What you'll see is that she's like, "Is he going to approach me?" Once she realizes that you're not going to but you're also not too afraid to (you're just distracted with something else) she's going to seize the day and go approach you.

She may be a little bit nervous, but it's going to utilize that fight or flight for her. Not every woman will do this, but a lot of them will. It's a really cool technique, so try using that.

Attention Redirection

Now I want to talk about something that I use a lot that I don't teach very often because not a lot of guys do this either. It's called attention redirection,



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using attention redirection to attract a woman. You essentially use the following series of things.

We judge whether or not someone is needy based on how attentive they are. At the end of that last one when I was telling you how to get a woman to approach you, the last thing I said to do is to divert your attention to something else.

The reason why is because if you were to stare at her you're going to come across like you want to go talk to her but you're afraid you're going to get rejected which means that you already need this interaction to work well, which means you don't deal with a lot of beautiful women often.

Basically that means that if you look at a woman and you don't approach her, women are going to think that you're afraid of being rejected which means that you don't have a lot of options; otherwise you wouldn't be that afraid because you have lots of options and it won't matter anyway.

As you approach you're going to need it so badly to go well to prove to yourself that you're an attractive guy that you're going to screw it all up anyway.

One of my favorite ways to meet women (and still is if I were to go out and do this today) is to talk to a friend of mine or someone that I just met (a dude usually) and ask I'm talking to them I'm looking around. As I'm actually speaking I'm looking around. Not as they're talking, but as I'm talking. I'm looking around the room and I'm talking to my friend. I'm making eye contact with different women.

As I'm making eye contact, I'm smiling, I'm opening and they're looking at me back and they're smiling. As I get this positive response from them, I'm not jumping straight to talk to them. This is important. If you drop the



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conversation and you jump straight to talk to them it sort of shows them that you are using this as a technique. You can't do that. You can't show them that you're using it as a technique. It's got to be something very natural for you.

What you want to do is have your attention focused on somebody else that you're not attracted to, and then as you're speaking look around and gauge and build the attraction with lots of other people at one time.

It's kind of an advanced technique. I also incorporate winking a lot in this. Let's say that I'm talking to somebody and I look over and see a girl. If she looks at me and smiles I might wink at her for a second and smile and then come back and talk to my friend and continue the conversation.

The reason why I'm doing this is because I want to show her that I'm attracted, I'm dominant, but I'm busy right now. As soon as I'm done talking to my friend, then I'll come over and I'll talk to them.

Women respect this a lot more than if you were to jump up like a lap dog, leave the conversation that you're in with your friend, and run over there and figure out how to please them. Women find that extremely unattractive. Definitely stay away from doing that.

Dominance Vacuum

Now I want to talk about creating a dominance vacuum, as it's called. A dominance vacuum is essentially whenever you create an empty space between you and someone else, and their natural tendency is to break the tension. So if you were to look at me in the eyes and stare at me. I did this in a great program, by the way, by a guy named Christian Hudson. He has a program called Fearless that I spoke on. He also has a couple other programs that are really amazing.



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The program Fearless is a great program. Essentially what Fearless is about is getting over that fear of approaching women. I gave a speech during that product that showed a demonstration of how to create a dominance vacuum, and how to keep from breaking the tension, and how to see the tension. It's also a psychological space technique that I'll go into a little bit later.

Essentially what you do is you look at someone in the eyes, and as they're talking they're going to finish their sentence you're going to look at them in the eyes, and then you're going to take an abnormally long pause before you start talking. I would say five seconds without saying anything. Watch as they continue to talk. If they continue to talk let them talk more.

After they stop, stare for a minute and just kind of smile. Watch them get sort of submissive. Their body language starts to shift, they start to shrug their shoulders a little bit more, they start to smile and look down. They tilt their head down a little bit. When we tilt our head down we're protecting our necks. Our chins come down and they protect our necks. What we're doing there is making ourselves a little bit more safe.

We're saying, "Hey, look. I'm a submissive person. Please don't hurt me." When women do that it's, "I'm a fragile woman. Please don't attack me. You could dominate me so easily, don't do that. Don't dominate me hard." She's basically taking that submissive role when you do that.

So as she speaks. Let her speak. And then don't say anything afterwards and keep looking at them in the eyes. If she keeps asking you, "What? What? What? What?" what you can do there is use one of very many different banter lines that I've used before. One that I've said before that was really powerful is, "I'm sorry. I didn't listen to anything you were saying. I'm just looking at how piercing your blue eyes are." Then I go, "Anyway, what were we talking about?"



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Break the silence and break that tension for them. Usually it's a really powerful technique, but creating that dominance vacuum and then breaking it away yourself shows such a powerful level of understanding and control for attraction. It's a really cool thing to be able to do.

That is my big circle of eye contact techniques. This brings up the tail end here of today's session of the body language mastery course, which is on eye contact. I hope you learned a lot.