

STYLELIFE

Primer to Attraction and Seduction

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1 No Coincidence: Success with Women and in Life

Good looks, lots of money, and perceived positions of authority may appear to be excellent starting points for success with women. But we also find many examples where beautiful women date men who are not the model type, don't have any money are not even nice guys. Is there a secret formula that makes them successful with women and in life? Is there a blueprint for attraction and seduction?

Yes, here it is ... read on!

Male versus female attraction values are actually quite different, so, to believe a woman thinks the way you do is a mistake. While men are responding to the physical features of the female body its visual representation, are women looking for other qualities such as attitudinal and behavioral characteristics. True happiness and success with the woman of you dreams actually be achieved by any man regardless of looks, money, or current social power, if he adopts these characteristics! The fact is that ...

.... Success with women is a skill that can be learned

To get started, it's time to stop focusing on the things you cannot change, and start focusing on taking small but courageous steps in the direction you want! As a matter of fact, there are very few things about yourself that you cannot change nowadays!

Survival of the fittest may appear to be a frustrating concept as you focus on your perceived competition when attracting a mate, but as you focus more positively on improving yourself, your appearance and your skills, and increasing your personal value, you will see that this hallucinated crisis is actually a shining opportunity!

You have the power to adapt to your environment! Now more than ever! You are a learning machine! A human baby if left to fend for itself will die. Humans have little to no independent survival capability at birth, and the only instinctual fears we are born with are a fear of height to avoid injurious falls, and a fear of loud noises to avoid violent events. Everything else is learned! Everything, all your skills AND all your fears have all been learned through the society you were raised in!

So, there may be some old fears you need to un-learn, and some new skills you need to learn. That's OK. Keep in mind that

... Success with women is based on the natural laws of attraction

Because we as Homo Sapiens, just as primates, are descended from a very small founding population, we all have very few differences in our genetic makeup. A change in as few as 0.15% of our genes results in a completely different ethnicity of human. From this perspective, we are all more alike than different.

These similarities can not only be found on a genetic but also on a behavioral level. By carefully examining and analyzing attraction patterns the development of basic strategies for human attraction and seduction was possible.

What you are about to learn in this e-book are the basics of these biological, physiological, intellectual and behavioral laws and rules. Knowing about these laws and rules does not only enable you to increase your success with women but also will help you to become a more charismatic person. And ...

... a more Charismatic Personality Will Benefit You In All Areas Of Life

The word "charisma" comes from the Greek "divine favor". Indeed a charismatic person may seem like they have been given their personality as a gift from the Gods; but in fact, it can be dissected into a number of qualities that can be learned through training. A person with charisma is simply:

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- Able to make your partner feel good about herself
- Able to capture and guide your partner's attention with vivid imagery
- Expressing a fun-loving sense of humor with a core of sincerity
- Able to build trust and comfort
- Able to communicate effectively to inspire and motivate
- Being focused on your partner in balance with yourself
- Expressing enthusiastic passion
- Outgoing, outspoken and bold
- Exerting a persuasive positive influence, but not controlling
- Acting with consistent integrity and firm personal values
- Conveying innovative style and credible substance
- Able to listen with empathy and ask questions that show you care
- Able to display a winning smile, execute a firm handshake, a warm hug, and confident body language gestures

When you put all the pieces together you end up with that certain magical *je ne sais quoi*, (I don't know what.) that is appealing, fascinating and magnetic to those around you. Following the **Stylelife Assignments** will assist you with acquisition of these charismatic qualities as well as becoming a leader with an adventurous personality and a strong identity. Lastly ...

.... these New Social Skills Help You to Withstand Social Pressure

Your social skills improve as your inner game, composed of your beliefs and attitudes, takes shape, your outer game of how you appear, and what you do and say, will become more congruent. The Stylelife Assignments cover the subjects:

- Calibration
- Adaptation
- Entrance Strategies
- Exit Strategies
- Escalation Strategies
- One-On-One Dynamics
- Group Dynamics
- Reward Strategies
- Punishment Strategies
- Routine Strategies
- Flow Strategies

Sadly, forces are at work to keep you from realizing your fullest potential and happiness. If you don't control your own mind, others will control it for you, and they may not have your best interests at heart. Development of your personal charisma and social skills with tangible, concrete, and measurable steps will help you to overcome the dark side which is holding you back.

As you continue on your journey developing relationships with beautiful women, don't lose sight of your purpose. Your life is not an accident, and there is a higher meaning for everything you do, and everything that happens to you. When you are able to develop a friendship with your self, you will be able to face the social challenges that await you.

2 The Natural Laws of Attraction

The biological laws of attraction set the foundation for the continuance of the human race. Four billion years ago single cell organisms evolved into multi-cellular organisms which became complex enough to develop a male and female gender. Mutation and natural selection enabled animals to be mobile and seek out new environments and partners. Primates developed a polygamous mating system which required sexual attraction and defense mechanisms. On top of that hominids developed a theory of mind that enabled subjective and objective thought.

Finally, as Homo Sapiens, we developed our highly complex present-day culture of splendor and tragedy! This means at the core all of us are operating in a combination of instinctual animalistic behaviors and intellectual wisdom. When it coming to mating though, not much is based on the intellect ...

2.1 Social Dynamics and the Alpha Male Phenomenon

By reviewing our genetic cousin's behavior, we can shed new light in understanding our own. As humans, we belong to the class of Mammalia, the order of Primates, and the family of Pongidae. Our family, Pongidae includes the following species:

- Orangutans are largely solitary creatures with little social bonding. Males are especially anti-social with other males. The males control large territories which includes several females, each with their own sub-territory.
- Gorillas are another polygamous species where a strong alpha male forms social bonds with several female mates.
- Chimpanzees, which share 99% of human genes, are a polyandrous species, where there are no strong social bonds between pairs of males and females. The males bond socially with each other to form a supreme patriarchy to protect their territory and conduct hunting expeditions. The females do not bond with each other.

This shows that a significant instinctual social behavior is present in all of those primates:

**The strongest leader (Alpha Male) of the groups
bonds and mates with most of the fertile females.**

Important to understand is that even though Homo Sapiens have a higher developed brain, the evolutionary instinctual parts are still working. This means that women are feeling attracted by a strong alpha male and men strive to be recognized as a strong leader.

There are some patterns that stand out and that we can draw from as a starting point when meeting a potential mate. Numerous factors play into the psychology of sexual attraction:

Here are the Alpha Qualities:

- Social: High Social Status, Leader of the Group
- Voice: Deep, masculine, authoritative, dominant Voice
- Body Language and Shape: Confident, Strong

What you project with your attitude may get the response you want.

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2.2 Other Social Dynamics

But attractiveness in humans has much more to it than the Alpha Male Phenomenon. In contrast to the restrictions of social castes and immobility of classes in the history, the freedom you have today to create, develop, and magnify your social value is enormous. Modern history is rich with “rags to riches” stories of individuals who took the initiative to make their own way with determination, persistence, and innovation.

Let’s take another look at the types of attractiveness. Those are things that you can develop regardless of external or perceived limitations. Those are sources of value that you can germinate within yourself to reap the benefits of a successful social life!

Some people are attracted to partners who are like their parents or themselves, others find the opposite appealing. Some prefer mature partners, others lean toward the immature. Some are dominant and want to shape another person to fit a mold; others are submissive and long to be shaped.

Some attractions stay at a surface level, while others delve into mutual understanding of each other’s internal motivations with physical, intellectual and spiritual harmony. Some relationships are based on placing blame; others are based on honoring differences. Some courtships are built on the sand of fear and co-dependency; others are built on the rock of safety and intimacy.

2.2.1 Male vs Female Programming

Fortunately for you, females are not as programmed to operate on a man’s looks as the other way around. A woman with a grossly unattractive body-type will have much less success in the social world than her male counterpart. For the most part, females respond to a man’s internals, while males respond to a female’s externals.

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3 The Attraction and Seduction Process

Any developing relationship is a journey through a number of phases. That's also is a new relationship between a male and a female. Whether you are consciously aware of a courtship process or not, the phases actually happen in a sequential order and each phase takes up a specific time until a milestone is reached.

Why does a relationship develop in phases? When two people first meet, they don't know anything about each other. Then they increasingly get to know more about each other and break down all the barriers. In the process they find out whether they are a match or not – intellectually, emotionally, spiritually, socially, and physically. The feelings generated within the process are interest, attraction, comfort, trust, connection, lust, and ultimately love.

3.1 The Courtship Model

What exactly happens in this courtship process? And why does it happen? Below you'll see the Courtship model that is mapping out the various relationship phases. It also explains what happens when on a subconscious level during the development of a successful relationship.

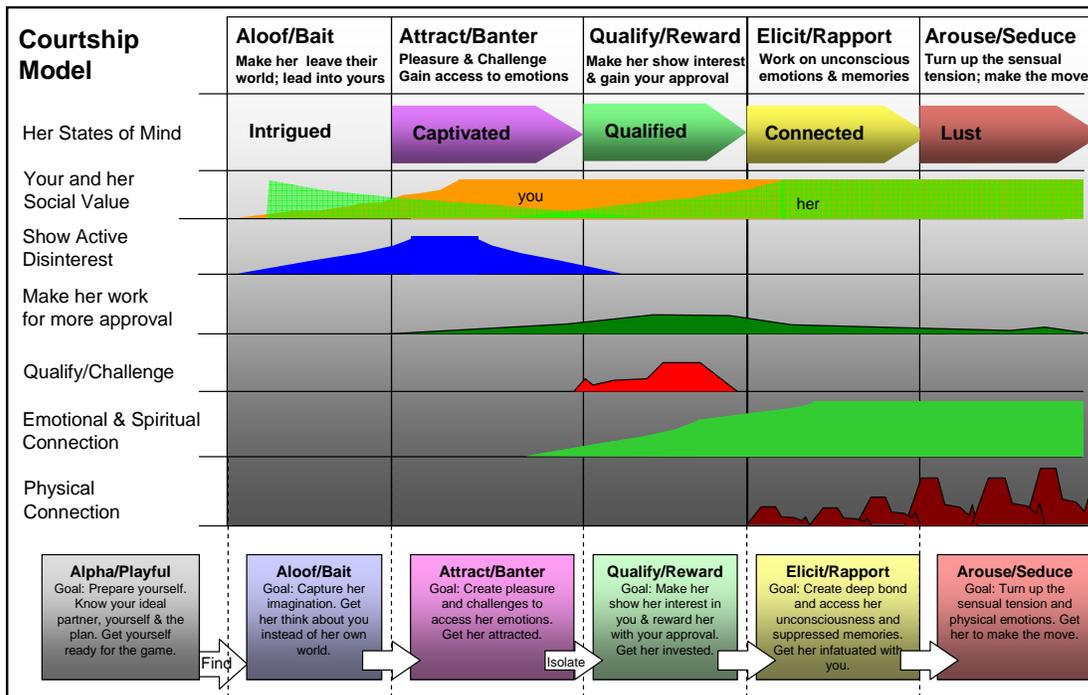


Figure 1. The Courtship Model and Process

By the way, this process and model works for both side: female–male and male–female attraction and seduction.

There are one plus five phases in the courtship model and process. Each phase has to get an important milestone, a turning point, that allows you to move on to the next phase. If the turning point is not reached, the next phase cannot successfully begin. Always keep that in mind. Never skip a phase.

- **Alpha / Playful – Become confident.** This is the first phase in which you have to prepare yourself. You have to find out who is your ideal partner, who are you and what your plan is. Then you'll go out and meet potential partners. Turning point: When you know the basics, take small

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steps and improve.

1. **Aloof/Bait – Make her feel intrigued.** Capture her imagination. Make her think about you instead of her own world. Turning point: She indicates interest and wants to talk to you more.
2. **Attract/Banter – Make her feel captivated.** Create pleasure and challenges to access her emotions. Get her attracted. Turning Point: You conveyed your identity and gained social value. Then you'll have talk to her alone.
3. **Qualify/Reward – Make her feel qualified.** Make her show her interest in you and reward her with your approval. Get her invested. Turning Point: You entertained and challenged her and she qualified herself as a potential partner or friend.
4. **Elicit/Rapport – Make her feel connected.** Create deep bond and access her unconsciousness and suppressed memories. Get her infatuated with you. Turning Point: emotional and spiritual rapport has been built, comfortable kino happens, established commonalities, mutual memories have been created by joint experiences.
5. **Arouse/Seduce – Make her feel lust.** Turn up the sensual tension and physical emotions. Get her to make the move. Turning Point: If you connect with her on an emotional, intellectual, spiritual, physical and social level – congrats you have found a long-term partner.

3.2 The Courtship Strategy - What to Do When

Knowing about these phases of a developing relationship is one thing. Knowing how to move fast, smoothly and successfully through them is what makes the difference between being a master seducer and an accidental success where coincidentally everything fell in place.

Courtship Phases	Goal: State of Mind	Strategy: What to do when
Alpha/Playful Goal: Prepare yourself. Know yourself, your ideal partner and the plan. Get yourself ready for the game.	Confident	Develop your assets into an identity Choose the right partner Know yourself and your strategy Improve inner game: be alpha and playful
Phase 1: Aloof/Bait Goal: Capture her imagination. Get her think about you instead of her own world.	Intrigued	Be object of desire, but aloof; Unthreatening approach, time constraint Actively disinterested; disqualify, ready to leave Stir/create intrigue/curiosity/need
Phase 2: Attract/Banter Goal: Create pleasure & confusion to access her emotions. Get her attracted.	Captivated	Proof yourself / create intense emotions Create confusion/challenge/teasers/banter Hook point / make friends / disarm obstacles Demonstrate social proof / increase social value Isolate the potential partner
Phase 3: Qualify/Reward Goal: Make her show her interest in you & reward her with your approval. Get her invested.	Qualified	"See" her potential / challenge her efforts Qualify / challenge Reward / establish commonalities / show interest Cold reading / frame control
Phase 4: Elicit/Rapport Goal: Create trust, deep bond and access her unconscious & suppressed memories. Get her infatuated with you.	Connected	Venue Change / create new memories Create trust / time distortion Elicit core values/recall memories Create bonded states/embed commands/anchor Create 'spiritual' bond/connection Kino testing and escalation Insinuate to make her pursue you
Phase 5: Arouse/Seduce Goal: Turn up the sensual tension and physical emotions. Get her to make the move.	Lust	Elicit sensual values/ create erotic state of mind Use physical lure/ heavy kino Overcome final resistance Make the bold move Take care of the aftermath

Figure 2. The Courtship Strategy

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Become Alpha but Playful

The “Nice Guy” versus “Bad Boy” debate has raged for ages. The fact of the matter is that there are aspects of both stereotypes which are valuable, and pieces of each which need to be thrown away. A playful but confident alpha male encompasses the best of both worlds: Nice Guy and Bad Boy.

Nice Guy Pro:

- Safe and not dangerously harmful.
- Predictable and not psycho-random.
- Kind, caring and not arrogant.
- Family oriented and not a loner.
- Likely to be faithful and not cheat.
- Agreeable and not selfish.
- Emotionally available and not distant.
- Gentle and not abusive.

Nice Guy Con:

- Submissive, subjugating, and supplicating, not dominant.
- Boring and not exciting.
- Monotonous, mundane and not spontaneous.
- Sexually restrained, and not given to a free-wheeling sex drive.
- Low self-esteem and lacking confidence.
- Gushy and not cool.
- Clingy and dependant.
- Overly-available and not challenging, scarce, or mysterious

Bad Boy Pro:

- Confident without low self-esteem.
- Dominant and not submissive, subjugating or supplicating.
- Independent and not clingy.
- Exciting and not boring.
- Spontaneous and not monotonous nor mundane.
- Sexy and driven by desire, not restrained.
- Cool and not gushy.
- Challenging, scarce, and mysterious, not overly-available

Bad Boy Con:

- Dangerously harmful and not safe.
- Psycho-random and unpredictable.
- Arrogant and uncaring.
- Loner and not social or family oriented.
- Selfish and not agreeable.
- Likely to cheat and not be faithful.
- Distant and emotionally unavailable.
- Abusive and not gentle.

When you can tap into the best qualities of both the Nice Guy and the Bad Boy, while discarding the downsides of both, you can find your best Alpha-Playful qualities that will aid you in your mission to relationship bliss.

One of the most prominent qualities of the Alpha Male is that he knows what he wants. If you haven't done so yet, define what you want in your ideal partner in excruciating detail. Visualize with three

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dimensional color clarity and stereo sound. Can you feel that? Good. Now, when you are out in the field, and you find a match, you will have some directed feeling that she can pick-up on rather than just running around willy-nilly with no focus.

3.3 Phase 1: Bait Her, but Be Aloof

Studies show that a first and lasting impression is made within the first TWO SECONDS of making visual contact. What will be her first impression when she first sees you? Will she be INTRIGUED and drawn to a confident, good-looking, well-groomed individual, or repulsed by an insecure, ugly, slovenly person? And when I use words like “good-looking” and “ugly”, I mean more than just your facial or body structure. Your body language, facial expression, gestures, and attitude all contribute to your “looks” far more powerfully than your God-given physical structures.

**Your goal is to make her feel intrigued
by capturing her imagination.
Get her thinking about you instead of her own world.**

Sad to say, the modern social world we live in is more like a game than, say, a physics class or a computer program. Both of the latter operate on logical, rational, constant and finite rules. No guessing, no second-guessing, no second-second-guessing.

This game operates on a set of subtle distinctions where you must control the entire interaction or be controlled. Somewhere in the middle is a transcendent harmony where you are both happy, interacting freely and mutually satisfied. Unfortunately, you can't get there directly from here. That is, you can't fly before you can walk, and learning to play the game from the stance of a master will be the first step before you can attempt the free flow of “Gameless Game”.

The first rule of gaming is to not telegraph too much interest. Be somewhat aloof. Play it cool. When you are negotiating to purchase an item in an open-market bazaar, the vendor will gauge your interest the way you look at the object. If you show a mad, lustful, obsessive desire over an object, you can be sure the vendor will raise the price artificially based on your perceived tolerance to pay. If you are cool, look over the object nonchalantly, and ask the vendor, “How much for that piece of junk over there?” you will probably get a more reasonable price. Unfortunately American's don't get as much practice with these skills because of all the fixed-price retailers everywhere. Think bazaar.

The second rule of gaming is to be cool and not appear anxious. If you walked into a restaurant with a serious bank-roll in your pocket, you would be chill with ordering anything, right? How would you feel if you walked in with one dollar in your pocket, and your table was ordering the entire menu? You would be pretty nervous, right? Similarly, the metaphor for your bank-roll in the dating world is your inner-worth. You are the boss, you are the king, you have your own life to live, and although you are happy to invite this attractive partner along for a ride, you aren't going to live or die if she accepts or declines. Be cool. Think bank-roll.

3.3.1 Phase 2: Attract Her and Banter

Be able to capture and guide your partner's attention with vivid and exciting stories or other entertainments, but at the same time tease her in a playful way is what this phase is about.

**Your goal is to make her feel captivated
by creating pleasures and challenges to access her emotions.
Get her attracted.**

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Balance in all things, all things in balance. Balance is going to be required in all aspects of this game. On almost every front you can go overboard into a zone where you are actually working against your purpose. Let's examine one such continuum:

Boring ~ Interesting ~ Hyper-Spastic-Psycho

Most of the guys I have coached would fall into the "boring" category, and need to turn their emotional range up a notch to reach the level of "interesting". In order to make a crooked metal rod straight, you first need to bend it the other way a bit. Then, when you let go, it will naturally return to a straight position. Similarly, if you reside at one side of this continuum, say the "boring" side, then don't be afraid to go overboard for a while. The fact is, what might feel "overboard" to you may appear "interesting" to others.

Part of playing this game will require spending time with others, trying out new roles and behaviors, and getting feedback from other points of view. Remember, you are not your behavior. You are not even that body you occupy if you want to get really spiritual about it. So make sure when you accept criticism, that you separate your inner self, your true self, from the perceived aspect that is being judged. See things from the critic's point of view, objectively evaluate if their comments are confirmed, busted, or plausible, and then make the necessary adjustments.

With directed effort and practice you will be able to guide your partner's emotions on a pleasurable rollercoaster of attraction and rapport, while making her feel good about her self at the same time. There are dozens of attraction and disqualification routines available that you can practice until you start to feel your natural game emerging.

3.3.2 Phase 3: Qualify and Reward Her

Once her attraction has been established, you can't just give the goods away. If you do so, she won't find them valuable. Remember the buying and selling strategies in the bazaar? You have to help her to earn your attraction so that she will find it valuable. If they give dogs and cats away at the pound, often times they are not valued. However if they charge a nominal fee, some additional value is attributed to the pets that wasn't there before.

**Your goal is to make her feel qualified
by making her show her interest in you and reward her with your approval.
Get her invested.**

Establish a system of rewards, cold reading and punishments for the traits you seek in a partner. Neither of these should be extreme, but subtle gestures that communicate that you are not willing to give on the issues that are critical to your happiness.

It's OK to be flexible on issues that are not important to you, but when it comes to your core values regarding your rules for a relationship, you must stand firm, and express that firmness through a system of rewards and punishments. To be the man, you must maintain cooperative control.

3.3.3 Phase 4: Elicit Her Values and Gain Trust and Rapport

The three billion women on this planet have three billion different locks to their treasure. To the degree you develop your social skills you will be able to craft keys to fit various locks. Part of the fun in establishing a new relationship is finding out the core values, opinions, beliefs, and convictions of your new partner.

**Your goal is to make her feel connected with you
by creating trust, a deep bond and gaining access her unconscious and suppressed memories.
Get her infatuated with you.**

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This is a mutual exercise, and you should open-up your own feelings as you discover hers. It's not like you are giving her the third degree. But, it's not like you are giving a lecture, either. It's more like you are Letterman, or Leno, and you have her on the couch, feeling comfortable, having a great time, and revealing things about each other that are fun, interesting, and intriguing.

Sincere empathic listening will prove to be a critical skill in this phase. Be careful about the aspects of yourself you reveal to your partner and the timing. The game is like a ballroom dance. Just because you are an expert gold-level dancer, doesn't mean that you can take a new partner, do a lift, and twirl her in the air the first time out. You need time out on the floor, feeling each others movements, each other's energies and habits. You need to slowly try out new moves and see how your partner responds. You need to test. Are they ready for more intermediate moves? Or is it time to go back to basics for a bit?

3.3.4 Phase 5: Arouse and Seduce Her

This is my personal favorite phase. In spite of Masters' and Johnson's fabulous research, every woman has a different arousal strategy and different sources of sexual arousal.

**Your goal is to make her feel lust
by turning up the sensual tension and physical emotions.
Get her to make the move.**

In addition to each of motivations for sexual activity, there can also be infinite varieties of combinations of those strategies that you may need to employ to arouse your mate. Some women are almost completely internal, and will decide to get with you when THEY want to. Others are highly responsive to touch, and a nice massage will put them in the mood. Others are frigid as a frozen fish, and there's really nothing you can do, short of deep therapy, to get their erotic juices flowing. Still others require the sensory comforts of soothing music, dim lights, chocolate strawberries and incense.