

*THE*  
**IGNITION**  
CODE

**SUPERCHARGE**  
**HER SEXUAL DESIRE**



**CARLOS XUMA.COM**

# TABLE OF CONTENTS

Introduction.....	1
Cone Of Silence.....	13
Gamification	
Part 1.....	22
Part 2.....	39
Part 3.....	47
Part 4.....	57
Part 5.....	70
Part 6.....	79
Mind Control	
Part 1 .....	89
Part 2.....	103
Part 3.....	115
Part 4.....	119
Part 5.....	134
Pregame.....	136
First Message.....	151
Voice Vetting.....	169
Next Steps	
Part 1.....	185
Part 2.....	207
Part 3.....	218
Part 4.....	223
Sexting.....	240
Tinder.....	258
Tinder Tactics Interview.....	268
Conclusion.....	301

# The Ignition Code: Introduction

Hey, this is Carlos, and I want to welcome you to the program. We have got a ton of stuff to dig into here, and I'm going to give you everything I know and really all that you are going to need to know about using your mobile to get women.

You are going to get girls on your mobile. You're going to get girls with texting.

You're going to get girls any way you like using what I consider to be God's gift to the single man. That's right, your cellphone, it's your smartphone.

You can credit everything to Apple, if you like, for inventing the iPhone and kind of setting us on this track of the smartphone, but I'm telling you right now, it is the most fantastic tool for getting women, and I'm going to show you how to do that right here.

Let's get in because we got a lot of stuff to cover. I'm going to give you a quick introduction of what we are covering here and a lot of the underlying fundamentals.

Now, the important part that you didn't know about this program is you won't need any other programs after this one.

The reason for that is because I'm going to give you the philosophy, the understanding of what you are really doing, no matter what tool you are using.

You see your cellphone is really only a tool, that's all it is. It's just another tool.

You could just easily be at home on your computer on a dating site. You could just as easily be at the speed dating event.

You could just easily be at a singles event or even on a singles bar, the same principles hold true.

But the beauty of using your cellphone, using you mobile to get women is that it's the one thing that women have with them all the time. It's built for communication.

# The Ignition Code: Introduction

It's simple and it practically eliminates the need for you to have to learn stupid hokey lines or have to even approach women or risk even being rejected.

That's the beauty of what your cellphone can do for you, so let's get right into it.

The mindset that I want you to keep as we go through this is, of course, everything that I'm teaching you, first of all, first and foremost, before I open up this little box here, is that everything that I'm teaching you is applicable anywhere anytime.

You are going to be able to use this no matter what tool you are using to attract women wherever you go.

So it doesn't really matter if you're using a cellphone or not, this really could easily be called how attract women anywhere anytime, but we are using this specific tool, and I'm going to show you the specifics of how to use that as well.

So just keep that in mind. It doesn't matter what apps come out in the future.

It doesn't matter what tools they may come up with, it's all going to amount to the same thing when you finally get face to face with her anyways, but you've got to create real sexual attraction.

Now, the right mindset I want you to have is, first of all, apps, texting, and emails are not a stand in for face-to-face communications.

In other words, at some point or another, you've got to realize that you're going to have to be face to face.

You can't have sex with, well, I guess you could, you can't really have sex with her over a text. You can't have sex with her over a video phone call on Skype.

You really can't. You've got to be there in person, in the flesh, that's what we're really talking about here.

# The Ignition Code: Introduction

They are tools basically to build better face-to-face communication. The stuff that I'm teaching you is going to make you better not only in communicating through your phone to her using your mobile, but also communicating so that you get ahead of the game before you actually meet her.

You're getting a jump start. You're getting kind of like a bonus, if you will.

If you are playing a video game, you're getting a buff or a bonus to your character to get him ahead of the game for when you actually meet her.

So it's not a stand in for face to face because eventually you are going to be face to face, but you're not going to have to worry at all. There's not going to be that awkwardness or that need for confidence that everybody tells you've got to have.

You're not going to need it, because you going to set the game up right from the start. It's going to be as easy as knocking over dominos.

Now, a guy's biggest mistake is, of course, that they don't use these tools that your cellphone provides in the right way.

Even if they don't make any mistakes, they simply don't get the most out of texting and messaging or any of the apps I'm going to show you and talk about as well.

It's possible to use apps, email or text, to set the tone for a date. It's possible to create a dynamic where she chases you instead of you always having to chase her, and it's also possible to build attraction before you even meet her face to face.

In fact, I'm not even just saying it's possible, but I'm saying it's absolutely necessary, and that's exactly what you are going to be able to do after we're done talking here.

So we are kind of talking about just electronic communication in general. It could be email.

# The Ignition Code: Introduction

It could be apps. It could be text.

It could be any way. It could even be talking to her voice to voice or voice to voicemail. It's all going to work the same.

You are going to use the tool to set the tone. You're going to create the dynamic where she is actually after you and hunting you and then you are going to have that attraction built before you even meet her.

Sounds good. I hope so because that's what we are doing, man.

A phone number doesn't guarantee a date. Keep that in mind, a phone number does not guarantee a date.

I think many, many years ago, one of the guys in this field said that a phone number, if it is written on a piece of paper, that's just wood.

There's nothing there. That's just a piece of paper with some writing on it.

It doesn't become something until you actually talk to her. If you get a phone number, that's not really a win.

So many guys blow it because they just don't understand this simple fact.

Any number of reasons that she can turn you down after giving you her number:

- She met somebody she likes better later on
- Her friends may have talked you down or talked her out of it. You'd be amazed how frequently that happens
- She's drunk and she doesn't even remember you. Yeah, or she talked to three other guys that night, she is not sure which one of those guys you are. It's another thing I'll show you how to deal with, by the way

# The Ignition Code: Introduction

- She kind of liked you, but maybe she wasn't sure, so she thought she'd give you a chance, but the odds are against you. You have to impress her with your phone game in order to score that date.

You've got to stand out and you've got to be the one that she thinks about and wants to meet the most. It's literally like a game show where she's asking questions.

If you've ever seen this old show that used to be on, I think it was in the 60's or 70's or something like that called *The Dating Game*.

Oh, it's kind of hilarious. They had this woman who the guys couldn't see or they had a guy, I can't remember who did the other way, if they did it where it's a guy and he couldn't see the women, but yeah, I think he did actually.

There was basically a guy or a girl sitting on a stool, and they are asking questions of each person, "*Bachelor #1, if I were to ask you what your favorite food is that you would like to spill on me, what would that be?*"

They'd ask this kind of risqué questions, and by the flavor of their answers, she would pick one of these guys. It was a really cool show because you kind of got to see this dynamic at work.

Again, that's what we are talking about here is you're going to be able to basically be the one that she wants, just like on that game show, she's going to be able to pick you out because you are going to know how to answer those questions.

So you are going to take an active approach using texting, messaging and apps to convince her:

1. You are worth her time
2. You are going to build an attraction dynamic
3. You are going to set the table for physical attraction and sex.

# The Ignition Code: Introduction

4. You are going to show your best attributes to her. You are going to show her you're the best you've got and that's going to be what's going to impress her.
5. You will stand out from crowd, which is absolutely essential.

With good phone game, she's going to think that you're completely different from other guys.

It really makes all the difference in the world because 90% of guys out there don't have a freaking clue about the stuff I'm teaching right now. They don't get it.

From as simple as texting the wrong thing at the wrong time, using abbreviations, which is a big no-no, by the way, all these things these mistakes are doing are killing them. You're going to win at this.

A better choice than guys who have more swagger, you are going to show yourself as a person who has a better choice than most guys who have more swagger, the richer, better looking, et cetera, et cetera, even if you contact her on a dating app and not face to face.

So that's what we want to make sure we do. We stand out and we are the winner.

*"We are the champion,"* as Queen would say.

The idea of building, what do I mean by that. Well, all of these things can increase your chance for success.

All we're doing is we are stacking probabilities, and we are stacking them on your favor. The more things we stack on your side of the equation, the more you are going to win.

You're going to start seducing her from your very first message because you are going to know how to do it right from the start. You are not going to send her a message that says, *"Hey, how are you doing, or hey, what are you up to?"* Big mistakes, by the way. I'll show you what to do about that.



# The Ignition Code: Introduction

Number one, you're going to build attraction before you meet her. That is important, I said that before, and it is even more important you understand that, that you must build attraction before you meet her.

Otherwise, you are going to have a flake ratio.

Number two, you are going to build your own sense of confidence. You are going to have your own sense of, *"Hey, I've got this under control."*

When you have that sense of confidence, you are going to be using the phone like gangbusters. It's going to be your number one friend, even maybe more than your dog.

Number three, you are going to build sexual tension, which is kind of an edge on to number one, you're going to build sexual tension that, again, creates that magnetic attractive charm.

Number four, you are going to build a dynamic that has her wanting to impress you and chase you.

Of course, five, you are going to build that positive image of yourself. You're going to be basically making yourself a celebrity in her eyes.

The idea of vetting, and this is really important, this is a concept that I'm weaving throughout this program, it is very important for you especially because most guys, we do want to go out there and get laid, but we also want that one cool chick that we can hang out with, that's going to be fun, that's going to give us regular sex, that's going to be our, well, I hate to use the word, "girlfriend."

Don't you want essentially a girlfriend, somebody that you can hang out with? Hell, you might even want a wife.

Shh, I won't tell women. That's what we actually look every so often.

# The Ignition Code: Introduction

It's true though, we are looking for women that we can stay with, we can hang with, and we don't have to keep going out there doing it over and over again, because it is the most freaking tiring thing about dating.

So another advantage using texting and apps is it's easy to find out more information about her, and you find out things like, is she high maintenance.

Will she stand you up? Is she a drama queen?

Is she a gold digger? That's a big one, man, I'm about to talk about that.

Is she going to play games with you? Is she going to be the kind of chick that you can hang out with?

Of course, all of these pretty much illustrate the reasons you wouldn't want to hang with her. You're going to find out how to vet.

Vetting really means how to pick the ones you want and let go of the ones you don't. Isn't that a great place to be in.

For once, we as men have are going to have all the power.

Now, these are great tools for building your confidence as well. Texting and emails are the perfect place to start seducing her basically.

You don't have to think on your feet, because you can check what you are saying before you hit the send button, or yeah, really anything, you can sit there and take your time.

You can do a little research on the internet. You can think up cool things to say.

You can take your time. You won't have to worry about freezing up.

# The Ignition Code: Introduction

It's not like talking to her in person, which makes it so awesome. You don't have to be on.

You don't have to be Mr. Fast Johnny, on the spot, have the quickest and cleverest response. You can build your confidence as you build attraction with her.

You can feel confident for a face-to-face meeting, even if you usually lack confidence. We're going to cover that.

You're going to actually feel a 110% cocky and confident when you deal with any woman.

You can gauge her responses and pause to figure out how to respond accordingly. But what's cool is also the interactive part.

When she sends you something that might throw you off a little bit, you're going to be able to know what to say, how to say it to respond and not have to worry about being caught off guard. That's pretty cool too, if you ask me.

So why is this so important for every guy?

Well, if you haven't been totally convinced by now, it should be pretty obvious, you will use phone, text, social media and email with just about every girl that you want to date. It's no longer an option anymore.

Women use this stuff like unbelievable. I think the numbers from ten years ago say that I think 60% of women were buying things through their phones and through their mobile devices, and you know what, I think it's probably more now.

Women are basically glued to their mobile devices.

They are texting. They're Facebooking.

# The Ignition Code: Introduction

They are doing everything all the time on their phone. It's just not avoidable so you have to learn how to use it effectively.

Even if you don't belong to dating sites or even using applications, even if you don't even have Facebook, which, by the way, I'm going to reveal something pretty shocking. I no longer have a personal Facebook page anymore.

The reason I don't have my Facebook page is because I don't have to anymore. Well, I do have one that's set up as kind of a basic page, so that people won't think I'm a total freak, but I don't have a lot of personal information on there.

I have it totally dialed in to present the image of me that I want to communicate to other people. Facebook is a tool.

It's not just a place you go and let it use you. You use Facebook.

That's what I want you to feel and get right now.

Repeat after me, *"I will use the cellphone, and the cellphone will not use me."*

That's the difference. We use technology, but it doesn't use us.

This is really important stuff to learn. This is just a part of communication in modern life.

I actually believe at some point, they are going to have electronic communications class where they teach you how to use tools like this specifically and how not to look like a total idiot, don't it?

You need to learn to avoid the common mistakes. These are things that are going to ruin your chances with women, or at least make it much more difficult for you, and when it's more difficult for you, it makes it much easier for some other Joe to slip in and take your place.

# The Ignition Code: Introduction

So again, we're looking to win here.

You can use this communication to build attraction. Don't waste a perfect opportunity to get ahead in the game.

If you don't learn these strategies, you're wasting an opportunity, and you are also opening up opportunity for somebody who does.

Plus, you'll set yourself apart immediately from other guys. Most guys don't know how to use these tools to build attraction.

I can't say that enough. Seriously, they make one huge mistake more than anything else.

They treat messages and everything else just like they do face-to-face interactions, and you can't do that.

They don't seize the opportunity to build attraction and build themselves up, and she won't see that there's anything special or worthwhile about you if you don't know how to do this.

You could be an interesting, funny, romantic, great guy, but if you don't know how to show her those qualities in your messages, she'll never get to find about them.

So that's where we are going to drop the old "Oh, she should just love me for who I am" thing. Well, guess what, it's an advertising job, my friend.

These days being a single man is a marketing job unlike any other. We've got to market ourselves better than all of the other guys out there that are trying to do the same thing.

I'm telling you right now, it isn't hard if you know what you're doing. It's not hard.

# The Ignition Code: Introduction

So that is why it's important, and I think you already know why it is important, otherwise, you wouldn't be here.

For the next section, we are going to go right into how to get started, and we are going to talk about how to start on this journey of getting girls on mobile.

# The Ignition Code: Cone Of Silence

Hey, this is Carlos. Let's get started. I want to show you the most important thing you can add to your skill set, which is the cone of silence trick.

This one is imperative, and here's how the cone of silence training method actually works.

You see, when I go out on a date, I always start off light, and I get her laughing right away, and this is going to be pretty easy to do for you too when you use the techniques I'm going to show you in the program.

Now, you always want her remembering why she's with you and not with somebody else.

It makes sense. It's kind of the essential value statement of all dates.

Once you've got her comfortable then you have to make sure she's cut off from all the other guys in her world, and this even works to keep her chatty girlfriends, her nosy mom, basically anybody else from getting in your way.

You absolutely need to have her undivided attention and lust, when it comes right down to it.

So what I created was a technique that virtually guarantees that no other guy can break into her attention bubble and steal her away from you. In order for her to make the sexual advances on you, well, you've got to need to have her undivided attention.

This technique is so deadly, in fact, that it's the first thing that I knew I needed to show you when you enrolled in the program, so you're going to be armed and ready for anything.

Because if you're not using this method, the cone of silence, with every woman you meet, well, there's a good chance she will lose interest quickly and it's probably why women have lost interest in you in the past simply because you weren't able to control their attention and focus.

Of course, she's going to simply flake on you, stop answering your calls and you'll never get her into bed.

# The Ignition Code: Cone Of Silence

Now, if you don't know how to make her tune out all the other guys that are approaching her, calling her and texting her, then nothing you do will work.

That's right, that little cute, little honey on the side there has got your attention, doesn't she? Well, this one method makes you her only focus.

It blocks out all the other noise, all the other guys that are trying to get into her pants so that she only sees and wants you.

Now, after you've used the techniques and strategies I'm about to show you and you're there with her in person, you can then let the cone of silence go to work for you, and it works pretty much every time without fail.

So here is how it works, when the first bit of small talk is over and you're sitting down or comfortable, say this, "Hey, it seems like we're under a constant barrage of advertising messages and connection requests these days, doesn't it?"

Let her agree with you on that. Wait for her to respond, basically start nodding your head, and that will actually get her doing the same thing.

It's called the horse's head trick. They used to use this in car sales.

If you start nodding your head, she will nod along with you just to kind of follow along.

"Hey, as a show of respect for you, I'm going to turn off my phone." Or you can say, "I'm going to turn it on airplane mode."

Do it, so take out your phone, actually show her as you do it. I mean, don't like pull the phone in her face, but hold it up where she can see you doing it and you say, "You know why, because I want to hear what you've got to say without distraction, and I know you want to be fully present for me too, right?"

Let her volunteer her own reciprocation to turn hers off, or turn the ringer off or put it in airplane mode. If she does that, then you reward her.

You say, "Awesome. I knew you were cool," and you can do a little fist bump with her however you want to like reward her for that.

If she doesn't do it right away, doesn't volunteer it right away, say something to the effect of, and this is of course later in the conversation, don't make a big point right away with it, "So I'm wondering if you have a family emergency or something."



# The Ignition Code: Cone Of Silence

Oh, it's just because you're still checking your phone and I wasn't sure if you needed to go somewhere."

You can get even go so far as to say, and this is, of course, if she's reluctant to turn it off or has been obviously like not reciprocating, you can say, "Hey, you know what, it looks like I might have set this up for us on a bad night for you. Do you want me to get you back to your house early?"

She's going to be like, "What? No, no, no, no. I'm totally here," or whatever. She's going to deny it or she'll start backpedaling and that's when you can say, "Oh," and again repeat it, "I just noticed that you're really focused on your phone and you must have some emergency. I don't want to compete with that. I'll just take you back."

It really is that simple.

Right now, I'm going to go back here and just say that if you find that saying something like this to a woman is difficult for you then it's not really the fact that you don't have techniques to use or you don't know what to do, it's that you might be a little chicken shit to use them.

I totally get that because I did the same thing. It was tough for me to say certain things to women, especially if I thought it might jeopardize my ability to bang her later.

Let's be honest, that's what we do as guys, we don't want to ruin that so we don't want to say anything that might screw that up so we just kind of go along and play along.

But in the end we look like complete pussies and she loses respect and she won't ever let us in her pants, so you've got to be willing to say these things.

Now, if you really want to play it hard core and you've got nothing else to lose, if she's really resisting, you can say something like, "So I noticed you're not turning off your phone. For me to feel really comfortable with you tonight, I'd like to know I've got your full attention."

Again, don't say it like you're a spoiled dick. Just be firm and persistent about it.

You can't let her think you're going to give in and pussy out. This is really essential, and then you can choose to ask her once more to just turn off her phone and say, "Hey, you know what, I turned mine off. Would you mind doing the same?"

If she's not cool about it and she's like reluctant or resistant, then you say, "Oh, okay, that's cool. Well, let's just take it back, or you know what, probably you should get going

## The Ignition Code: Cone Of Silence

then because it sounds like this is a really big emergency, a really urgent thing for you. I'll give you a call sometime and we'll see about setting it up again."

That's right. She's never used to that happening to her, and by the way, if you think that this is going to make a significant difference, that you're going to ruin something with her, well, it was already ruined by her coming in to the interaction with that kind of attitude in the first place.

It had nothing to do with this trick I'm giving you, so keep that in mind.

Again, you can choose to ask her once more to turn it off or more directly just tell her you'd like to reschedule the date, and again, don't be a dick.

I'd like to say that you should be doing these techniques as a bit of a standup comedian, not as a Nazi.

It's because that's how some people handle things. Some people can be jerks about protecting the borders and the boundaries in their life, and some people know how to be cool about it and be funny about it.

Now, most guys are really afraid of this step, but let me assure you that if you command respect with your actions and she doesn't give you respect in return, you would never have been able to fuck her, and I'm not being crude here for effect.

You just have to realize that when you let a woman play this kind of game upfront, it's going to destroy your chances with her, so you have to be firm. There is no other choice.

You may think that you're going to go, "Oh, it won't make a difference this one time. Carlos will understand. I'll let it go, and it will be okay."

No, it won't because that's exactly how men screw up these interactions. Even if you did let her get away with it and you got sex later on for whatever reason, you'd still be her pussy-whipped guy that she'd eventually dump.

So you've got to put your foot down. You've got to refuse to accept an answer that lets her disrespect you in any way.

You're setting the precedent here, especially if she can't reciprocate for you. That's a sign of a severe disconnect that has to be handled.

## The Ignition Code: Cone Of Silence

Now, if this is the first time you're meeting her, you can still use the cone of silence trick. All you have to do is say, "You know, you're one of the coolest girls I've talked to in a while. If it's okay with you..." and you start pulling out your phone, "I'm going to put this thing on silent mode. I don't know about you, but I always think it's so rude when somebody keeps checking their phone while I'm talking to them. I'm going to silence my entourage from bugging us."

That last line is actually pretty critical. You want to make sure you use that because that kind of give a little humorous edge to it like you're going to avoid other people bugging you, instead of people bugging her because obviously you're the popular one, the one that's in demand.

"Boom! Done." And she doesn't have to turn off her phone this one time.

On the very first time you meet her, you can just put it out there like that, but it does set the precedent for later. If she goes out with you, it's going to be even easier to again bring down the cone of silence because she knows how you work.

You know what, to be honest, this is just about the most courteous thing you can do for a woman, especially for her, so she should damn well appreciate it, and then the next time you get together with her, you pull your phone out and say, "I got to silence the entourage."

That's kind of like your key phrase from that point on, "Hey, I got to silence the entourage," and then you can look at her expectantly like, "Oh, hello? Get your phone out and turn it off, woman."

She'll take the hint, and she will follow because she'll feel tremendous social pressure to look good for you, and because you established this respect right off the bat. Consider any other response from her as serious red flag.

After you've got her trained to keep out that noise and interference of other people, you're going to find it's about a thousand times easier to get her to do what you want, and she's going to be open to your seduction with no constant nagging of a vibrating phone, endless texts and having to facebook everything she does with you.

What you can do later in the date is to offer to let her check messages in case something has come in. You don't want her to be constantly distracted by jauncing for her texts like something is going on that she doesn't know about.

There are some women that get this way, so you've got to just accommodate it.

# The Ignition Code: Cone Of Silence

Personally, I don't even really care if she looks once in a while, but I just don't tolerate constant phone hypnosis.

It's a death sentence to your date. It is. It is absolutely going to kill your date.

Now, one possible objection to this cone of silence is she might say she needs to be available in case of an emergency.

This is one I've heard before or some other lesser situation that might seem to be urgent to her, but let's be honest, they're not really urgent. They're not even emergencies.

I always ask her, "What is that situation?" Be really curious about it.

Don't be challenging, just be curious, and then ask if she might need to reschedule the date if it's that important.

What that does is it typically silences her 99% of the time when she realizes just how dumb her idea of an urgent really is because she's going to say it out loud and go, "Oh, really, it sounds kind of lame."

It's always, "That sounded better in my head," is the usual thing.

She's also going to realize that I value my time and she should value it more than her weak priorities. This is the key, my friend.

She has to understand that you value your time, and she should also value your time more than her weak-assed little priorities that she imagines are really important things.

With things like some friend of hers just broke up and might need her, that's bullshit, come on, that's just not important.

She wants to jeopardize her own possible relationship that she might be getting for some other, and I don't buy that, and I think deep down inside neither does she. She's just trying to test you.

If it really is a situation that needs to be checked on like – I don't know – maybe it's a medical situation, her mom is genuinely sick, well, I just simply ask if she can keep her checkings to a minimum, of course, and be sympathetic to her situation.

# The Ignition Code: Cone Of Silence

So in short, what I do is I make her keenly aware that it's not cool to let her phone interrupt my brilliant conversation and sparkling personality, and I've actually said it, not exactly that way, but very close.

I'll just say, "You know what, it's just not cool to let anybody else interrupt our brilliant conversation and, of course, your sparkling personality."

I'll give her all the credit there, but she'd get the idea and it's a fun little way of saying it.

She needs to pay attention to me, and I expect nothing less from her. I hope you're getting that point now about that commanding respect. Train them right, my friend, because you probably are on the hunt for a girlfriend or possibly something more than that.

If you don't train her now, you'll never be able to correct her bratty behavior later and she'll own you.

Another way to handle this with the cone of silence is this, you can say this upfront, you can say, "You know, I used to think that I had to be available all the time for everybody else out there and the one time that I don't have my phone on or that I'm not watching the texts, that's the one time I'm going to get an emergency call. But then I realized that I've almost never gotten a call or text about a real emergency, but just my friend's drama. It's crazy, right?"

Then she's going to realize that same thing.

I actually say that to her as early as possible in the conversation so that it handles her objection in advance, because let's face it, how many times have you ever really gotten an urgent emergency phone call, voicemail or text? Probably not that often, I'll be very honest with you.

It doesn't really happen, if at all, quite honestly, because it will depend on your definition of what that urgent emergency is.

I consider an emergency the physical well-being of somebody I love, nothing less.

That's really an emergency. You know what, if a stock of mine is going down or I don't know, I mean, maybe a fire at the house which is kind of qualifies as an emergency, but that's about it. There's not much that qualifies as an emergency.

Again, she won't want to risk the date over something so silly anyway, so you can count on her just going along with your training.

# The Ignition Code: Cone Of Silence

Remember, women are looking for men that they can both look up to and respect as well as know that, well, he's got things figured out, and setting this kind of precedent will immediately trigger feelings of interest and attraction in her.

That's what she's going to get from your request.

The only kind of woman who resists and balks at this sort of thing that I'm telling about here, this cone of silence trick, that's going to give you grief about it is the control freak bitch that you really shouldn't be anywhere near.

I'm being very blunt and honest with you about that. That's an immediate red flag and probably grounds for dismissal.

Do you remember the old Lamborghinis? This is the original Lamborghini, and I think they came out with these things in 1972, I think was when he first came out with this.

The old Lamborghini Countach was one of the hottest, slickest, and sexiest cars ever made. Everyone wanted one of these damn things.

I wanted one, but it was a piece of junk. It was breaking down half the time.

When it did run, it was hot, noisy. There's no ventilation.

It was uncomfortable and it reeked of gasoline. It's great to look at and incredible pain in the ass to actually own.

Well, I don't care how beautiful that girl you want is or how big her tits are or how sweet that bubble butt of hers is. No matter how hot she is, somewhere out there is a guy who's sick and tired of her bullshit.

See through her BS and save yourself a world of hurt and pain. Stay true to the Alpha man path, my brother, because that's what we're going to be doing here together in this class.

In this course, I'm going to be showing you how to walk the walk and talk the talk to get any woman to want you.

All right, let's get going. Get into the program and I'll be talking to you soon.

# The Ignition Code: Gamification

## Part 1:

Hey, this is Carlos. Welcome to a very important part of this program. This is where we're talking about gamification.

I'm calling it game her mind. We're not doing it in an evil way in any way.

I think game her mind kind of sounds kind of evil and it could sound a little bit sneaky.

You know what, honestly, it's not that bad because everything we do in dating and attraction is kind of sneaky, especially if you think about it from a woman's point of view.

She does a lot of things that are sneaky.

She covers up her true appearance with makeup. She augments her physiology with the clothes she wears.

All these things she does, they're actually pretty damn sneaky. We may be used to it, we may know it's going on, but that doesn't make it any less sneakier.

So tip the scales, again balancing things out, we're not trying to trick. We're not trying to deceive at all.

What we're trying to do is use the roadways, use the paths that are in her brain already to get where we want to go. Most guys simply don't know how these roads work.

It's like hopping in your car and you want to drive from Chicago to New York, how do you do it? Well, you need a map, and you have to know which roads connect you there because you could wind up in the middle of absolutely nowhere, totally lost at a dead end, and then you're sitting there thinking, "Okay, how am I going to get myself out of this?"

You can do it easily if you understand that there are highways, there are expressways to connect you to other places faster, and those same expressways work inside her mind.

So that's what I'm talking about when I'm saying to "game her mind." I don't want you to think this is deception in any way. It's actually very valid psychology.

So we're going to start with the psychology of addiction and how that works and then how to apply it, and what you're going you're going to find is that I'm going to be talking about these not in theoretical terms because these actually proven techniques.

# The Ignition Code: Gamification

This is proven psychology and this is proven actual tactics that you can use.

But the rest of the program where I go into detail, I'm going to be quoting examples, I'm going to be showing you a very specific pathway, and as I do that, I don't want to have to keep coming back and referring to these various terms, so I'm going to set it up upfront. I'm going to tell you how these techniques work.

Now, it's very important for you to understand that gamification before we actually get going here, gamification is a concept that is really deep, really broad and very all-encompassing.

As a matter of fact, it's one of those things I think you're going to see a lot more of.

Men that don't have an understanding of what gamification is in every sense, not just with women, but just with how to motivate people, motivating employees, being able to teach, being able to relate concepts.

Gamification is going to be one of the ways that companies will be more successful doing this and people will be more successful in their social relationship if they understand what gamification is.

Game is not a bad word. When we think of game as guys, I think we think of it in very unhealthy terms.

We think of games people play, the gaming she does when your mind is gamed by those mind game, but gaming is actually a very necessary part of social interaction.

I go into incredible detail about this, by the way, in my Power Social Skills program where I explain all of the social games that people play on every level, and I also go into attraction games as well, but that program is really meant to give you if you feel like you're social acuity or social IQ is not very strong, that program will practically make you a social genius.

I just wanted to mention it now. I'm not trying to like sell you on that program or anything.

I want to mention that program because it's very important. This is a concept that goes through all of my programs and a lot of my philosophy.

You'll find that the things I cover are very grounded on both real practical science and they're consistent. I don't just go all over the board trying to give you some crazy willy-nilly strategy that doesn't work.



# The Ignition Code: Gamification

I give you stuff that is very grounded and very connected, very cohesive, very unified, if you will. I call this the grand unification theory of attraction, and I'm teaching it to you here.

So let's get into it. Let's start with addiction.

Addiction is habit creation. That's what you need to think about, it's habit creation.

Some of those habits are positive. Some of those habits can be negative.

We tend to think of addiction in the context, "They're addicted to drugs. They're addicted to drinking. They're addicted to bad behaviors," and you know what, that's true, addiction can be in that particular realm.

But I'm going to refer to it as habit creation in the positive sense because we are going to create habits that she comes back to, and I'm going to explain the exact psychology of how we tap into.

There's actually a book about habits, *The Power of Habit*, and I highly encourage you to read it, but the power that's in habit is where we could tap into it for our own growth and our own designs.

What we're going to do is we're going to hook her, and I'm going to show you the habit creation steps along the way too.

First of all, habits cause involuntary response, meaning that the way people act is often based on habit. It's not based on logic. That's something you'll find out if you do read that book, *The Power of Habit*.

We act most of the time, at least 50% of the time, they measured people's habits, what we do during the course of a day.

Habits are things we do out of automatic reflex because we can't be thinking about every single thing. It's exhausting to think about every action you take.

Think of the action of tying your shoes. You learned how to do that as a kid and it took a lot of mental effort, and now you have muscle memory that allows you to just tie a bow really quick with your two hands and it is fast.

Well, that's a habit, and that habit is a shortcut to getting things done. Your brain is incredibly powerful once you know how to program it.

# The Ignition Code: Gamification

Habits are also usually formed by things that happened in the past. Most of our habits come to us involuntary, not voluntarily, and they become very hard to break.

They're very hard to break if you let them happen to you, which is actually saying that most people, well, let's put it this way, everyone changes.

You may have heard that people don't change. Well, they do.

They change, but they are not consciously changing. They're letting the world change them.

Most change happens over a long period of time, and it forms you into somebody that you never plan to be, and then it becomes something extremely hard to break because you never recognize what was happening while it was happening.

So this process has already been working on you your whole life. What we're doing right now is we're tapping into that power to do faster change, faster changes in how she feels about you, faster changes in the kind of sexual response she gives you and all that stuff.

Now your goal should become part of habits she already has. It's going to seem like a duh thing, but when you really think about it, it's kind of like, "Wow, this is powerful."

Become parts of habits that she already has, don't try to make her form new habits around you.

That's what I'm going to give you, it's that power to tap into the habits she already has.

You will be creating some new habits, but you're going to be leveraging old ones. That's the secret to making this really work.

A lot of guys are trying to create new habits out of nowhere like trying to train her to do certain things and get her to behave in certain ways and they're outside of what her normal habits are.

Why would you do that? Just tap into what she's already doing.

It's because, in a lot of ways, people always fall back into old habits. It's almost like they're programmed to reach at a certain way, and it is really literally like a program.

# The Ignition Code: Gamification

Once you know how the code works, and that's why I called this the "ignition code," it's like a program.

Once you know how it works, you'll understand why that's true. We're programmed to react at a certain way.

Think of this way, two-thirds of all addicts, I'm talking about the unhealthy addictions out there like drinking and smoking and drugs, nearly two-thirds of all addicts fall off the wagon.

People abandon their diets and go back to their old way of eating. They do it on a whim because they reached a pain point, and then once that pain has kind of abated or they've started something, they forget about the pain and they right back to their old habits.

Women typically fall for the same kind of guy over and over and over again, even though it ends badly every single time.

Now, what kind of guy are these women typically falling for?

That's right. If you know anything about my programs, you know that I talk about this quite a bit.

It's the bad boy. I actually have a program called The Bad Boy Formula explaining why this happens.

We're tapping into a little bit of that here, so you want to think of a great tag team program. I think that The Bad Boy Formula would help you out as well with this.

Now, think about this habit, you check your email every morning, even when you're pretty sure there's really nothing new in the inbox.

I mean, yeah, you might get a little bit of spam. You might get an email from some companies, newsletter you signed.

You might get Carlos' newsletters, but really there's nothing new, but you do it out of what, out of habit, and those habits are created because of certain triggers that gets you there.

This is an important point. Habits cause involuntary action most of the time.

# The Ignition Code: Gamification

You simply can't help, but do that thing, and that's what we're doing is we can tap into that power so that she can't help but continue communicating with you, continue feeling more attracted to you, continue wanting you in her life.

If you think about it, a long-term relationship is nothing more than the perpetuation of a habit. You guys got together.

Maybe you gelled a little bit or you had a similar chemistry or similar level of attraction for each other, and then you saw each other again and then you saw each other again, and then it became kind of natural to see the other person because you're comfortable with them.

You started forming a habit. That habit power kept going, and really a marriage, if you think about it, is nothing more than a long-term commitment to your habit, your habit of being with that one person.

So let's talk about those habit creation steps because there's a lot of stuff I'm going to cover in gamification that it's going to seem again theoretical, but these are very practical skills to know.

They're going to apply to not only attracting women, but also with things like your career, earning money or investing.

Gamification is an important concept because it's the secret, it's the key to unlocking high effective, high productivity, high success habits in your life. Not many guys know about it, so consider yourself blessed.

Now, here's a slight oversimplification of the process.

Habit-creation steps: Number one is you've got to get started. You've got to get her started, and then you've got to get her to act.

So the first part is breaking through the shell or veneer or the shield she's got and understanding her.

It's kind of like a recon mission. If you've ever watched some of these military movies where they go on a recon mission and they figure things out, that's a lot of how a game is started.

Getting her to act is a lot of implementation of the techniques.

# The Ignition Code: Gamification

Then we turn habit into an addiction where literally she's not just doing it automatically, she doesn't know any other way and doesn't want any other way. She's coming back to you literally craving that next fix, and that's when this is kind of what I call the lockdown stuff.

Let's talk about getting started, first of all. You need an initial hook to start the addiction process.

This is something that's going to trigger her to feel a connection with you. A lot of this I'm going to be showing you through examples, through texts and behaviors you're going to do along the way that will trigger her to feel that connection.

It's not just a one-step, "Hey, you just say this sort of thing." It's a small process.

The first rule is use habits she already has to get your foot in the door, and here's how to do that, we're going to tap into her existing habits with these four steps.

Number one, find the right medium.

Does she check Facebook? Is she a Twitter person?

Is she an Instagram person? What is it she uses the most?

Find out what mechanism she uses the most because that's going to be important.

Does she text a lot? Is she a texter?

Is she a habitual texter? Does she text her friends a lot?

Does she text her family? Does she check frequently for text, or does she wait for the phone to signal her?

Some people do both. There are all these little sub-habits that we have to build up in the main habit, but texting is an addiction for most women.

That's why it's one of the back doors we're using to get into her brain.

Is she active on a dating site? Is she on sites like match.com or is she on eHarmony or anything like that, because that's also going to facilitate into the kind of habit.

# The Ignition Code: Gamification

Where can you communicate with her the best?

What you need to do is find one to two options because most people spend a lot of time on the phone and on the internet and they do it basically when they want a distraction at work, or if they're feeling bombed out to get a little bit of a lift.

One of the things I do when I'm at home and I'm working something, and of course, I'm entrepreneur, I've got my own business doing this stuff and advising guys, but I find myself very so often, if I'm bombed out by what I'm working on, I will go over to YouTube.

Now, I'm not going over YouTube for the stupid cat videos. I'm going over to YouTube to watch board game videos or I'm watching videos on how to play a game better, and these aren't necessarily video games, by the way.

I like board games and certain kinds of card games, very specific kinds of card games.

They're called themed card games or tabletop games. One of them is called Android Netrunner.

It's a card game where you play a hacker trying to get into a corporation, and it's pretty cool.

But again, that's kind of an addiction into itself just playing that game, but I'm also addicted to the process of where I need that stress relief.

When I need a little break, what do we do? We go to something that gives us a little jolt of pleasure.

This is what women do. They do this same thing.

They go to the internet or they go to their phone when they want a distraction when they're at work or if they're feeling a little bombed about something. They look for a little fix to kind of relieve their emotional tension.

They already associate the internet and applications and chatting and all that stuff on their phone with that positive experience. It's already associated.

That's why women get so addicted to their damn phones because that phone gave them a positive experience and then they associate the phone with the positive experience.

# The Ignition Code: Gamification

It's a really important concept there because this is going to facilitate us getting into that addictive part of her brain, that ignition zone.

The goal is to build on a habit that she already has, like she's going on her Facebook. She goes on Facebook regularly, and it's like you're adding on to her habit.

You're actually hijacking the habit. I call this the "habit hijack."

She goes onto Facebook at lunch. You might find this out from understanding her behaviors.

Knowing she goes onto Facebook at lunch, you are writing her at Facebook so now she has a reason to not only leverage her previous habit, but you are riding on top of it.

You're writing to her through her favorite mechanism. So to do anything else would be really working against the grain if you're working against the natural energy that she's already got.

Pretty simple stuff, but you'd be amazed how many guys don't go through the effort of figuring this stuff out, what is her mechanism?

Is she a Facebook girl? Is she a text girl?

Is she a Twitter girl? What is it she digs?

Because it could be very different than what you expect. You might think, "Hey, everybody is on Facebook," but you'd be surprised, but some people don't use Facebook for messaging.

They may post on the wall, they may go check friend status or things like that, but they may not use it directly for messaging. They may stick closely to texting, so find that right medium.

Step number two of this process, remember we're talking about leveraging her habits or doing the habit hijack, is take the pressure off yourself.

Another advantage of hooking her online is that you can take your time. You're not in a rush.

You can craft the perfect hook and edit that hook before you send it. What I mean by hook is you're creating a very attractive lure, it's like fishing.

# The Ignition Code: Gamification

You're throwing it in the water and you're hoping to hook her being the fish. You want to be able to make the most attractive lure possible.

If you've ever watched a fishing show, and I have to confess, I probably have never watched more than one of them, but one of them was on how to make these baits and these lures for fish.

They make shiny ones for certain kinds. They have some that have color to them, have little feathers and all that stuff and it's done with a very practical methodology.

That's what you need to do, it's to craft that hook, and you've got plenty of time to do it.

That's the beauty of using electronic indirect communication. It's what they call in the computer world anyway, in the gaming world, half duplex.

Half duplex means I speak and send the message and then I wait and that message comes back to me.

It's not like talking on the phone which is actually like full duplex or – I forgot what the exact term is because there are different variations of it – where I can talk and then that person is going to respond right away.

They can even be talking to me while I'm talking. So the communication can be happening in this loop instantaneously. No, this is like message in a bottle, wait, and the message comes back.

Remember, she's going out to these sites seeking something good, and she's more likely to see your message as positive because of that mindset, so she's already predisposed to interpret you as being a positive, a plus.

That's another reason we hijack her existing habits. We want to ride the emotional energy she naturally has.

Number three, solve her problem. Her problem is she's trying to solve her boredom really.

This is the first step to get her to habitually look for your message. Solve that boredom, that little ping of desire of she just needs a little break or a little fix of something good during the day.

I'll give you some examples here. She's bored at work.



# The Ignition Code: Gamification

She's bored of guys always saying the same stuff to her, always texting her with the same crap. She is bored with life in general.

You will come to realize this that most people are living very boring lives. There's that saying that most people live lives of quiet desperation, it's very true, and we don't realize how much until we step out and look at it.

A friend of mine has this great exercise where he said, "You know what, do you want to really understand people better? Go to Wal-Mart and listen to the people talk as they walk up and down the aisles. Listen to what they're talking about and realize that it's very mundane, very inconsequential stuff."

Nobody is talking about great philosophical ideas while they're walking on the aisles at Wal-Mart, at least most people aren't.

It's not to slander them, but it's just the way it is where in our day-to-day lives we try and find something interesting in it.

We generate drama from nothing sometimes.

So for her, using social media and dating sites is about escapism as much as it is about communication. It's a very important thing to understand.

Using any of these dating sites or just using some social media, it's about escape, escape, escape. Your goal is just to become part of her escapism.

Long time coming, I know it's a very like, "Oh dude, you could just said it at the start," but no, I couldn't. You really have to understand what the psychology was.

Our goal is simply to be part of that escape, a part of that little piece of chocolate she wants that gives her that pick-me-up, that little feeling of happiness so that she can go back to work and deal with the pressures of the day to day, the mundane, the boring.

After you solve her problem of the boredom, you set the hook. She wants something different and exciting.

That's what I'm going to give you. I'm going to give you everything that's different and exciting to say and how to stimulate that part of her mind.

The first contact with her should leave her thinking, "Oh great, what's next? I want more. Give me more. Give me more. Give me more."

# The Ignition Code: Gamification

If she thinks this, she's already hooked. That's all she needs to be thinking as you get her to that point where she wants to know what's next.

She won't be just logging in to check Facebook, she'll logging in to see what you wrote her on Facebook, and then it becomes a different intent, "What joke is he going to send me today? What clever observation? What great link? What video? What is it he's going to send today?"

That's what you want her doing.

I'll give you some example of messages that will leave her thinking, "Hey, what's next?"

First of all, you've got the keywords of you want it to be fun, cryptic, meaning not necessarily immediately apparent what you mean and slightly naughty.

Again, fun, cryptic, slightly naughty, and you'll never set the hook with "how are you" or "what's up."

Those things just don't work, and I have to assume by now that you understand that.

So number one is perk her interest, spike it up. Send her a message that's a little cryptic and maybe a little out of the blue. I'll give you some examples of that.

"You've got to go to that place. That sandwich was literally life changing."

She'll be like, "What? What are you talking about? What sandwich?"

And then you send her the name of the place you went to, this great place that has great sandwiches, and she'll be like, "Oh okay."

It leaves a little question mark in her mind which is a bait, and she can't help but be drawn in by that, and every time she does that, every time she has to think about and interpret a little bit, not too much, her brain gets engaged and invested in her interaction with you.

This is called the investment principle. The more you get her doing that, the more invested she is in you and the more she feels like she needs to recover something from that investment.

# The Ignition Code: Gamification

Another example here, “Would you ever consider dating a guy who wear sneakers with a suit?” I mean, literally sending this out of the blue, not in the middle of a conversation, because then it could just seem normal.

You would just send this out of the blue, “Hey, would you ever consider dating a guy who wear sneaker with a suit?”

Another one, “So I had this rule. I’m not sure if it’s worth breaking it, but I’m tempted.”

And she’s going to be like, “What? What is it?” And then you leave her hanging for a while, and then you tell her what that rule is, whatever it may be.

Again, don’t just throw it out there and not have a rule to talk about, but you get the idea.

This is going to generate curiosity, so it’s going to make her wonder, “Hey, this guy has rules. He has like a code or something he sticks by. I’ve got to know what that is.”

So after you’ve kind of perked up her interest, let your feelings be known, and I mean this in a very lighthearted sort of way, not in a super serious sort of way. You’re not going to be sending her deep feelings.

You’re always injecting a little flirtation in those first hook messages. She has to know there’s a sexual charge to them.

Again, another place that guys go wrong is in not opening up sexual charge in it.

Any chance that you can to put the idea of her and you together with things like, “Hey, do you kiss on the second date?”

Or, “You know what, if you like me, you’ll love to beer me.” It’s one of my favorite ones, by the way.

These little things you say, they hint at an emotional or a flirtatious or romantic connection, and you’ll also be able to gauge by her response whether or not she’s there with you or not. If she’s going along with it, she’s there with you and that’s all you need.

So again, that’s another way of doing it. You inject a little bit of flirtation, and that’s what I mean by feelings.

# The Ignition Code: Gamification

I'm not saying let her know, "Oh, I really do like you and I'd love to take you out sometime." That's not what we're talking about here.

Again, remember, it's fun, cryptic and slightly naughty. Those are the three keywords for all communications really.

The goal is you want to always try to become part of her habit. We talked about that, and there's a test for this, take it away.

You're messaging her for a couple of days, maybe you're calling her or maybe you're Facebook messaging her or maybe you're text messaging her.

Whatever the mechanism is, it doesn't really matter, and then you're going to just stop for a day or two.

Once you've hijacked her habit, you're going to come back and stop for a day or two, and then see if she tries to contact you. If she does, well, then the hook is set.

She's obviously in it with you and she's got the hook. The hook is in her little fish cheek and she's being reeled in.

If she doesn't, then you've got to think, "Hmm, okay, is there anything that could have stopped her from going out of her way to contact me?"

If not, then you need to go back and start up the process again, but this is a quick test, it's to take away, and it always works. It works within the context of a conversation. It works within the context of a larger strategy like this.

So that's getting started, now we've got to get her to act. How do we get her to act?

We've got to make her feeling invested. The game really starts when she feels invested in you. I want you to really remember this word, investment, investment, investment.

Every time you talk to her, you've got to be thinking in terms of getting her invested.

You've got to get her invested in you because she has to feel the possibility that she could lose the good feeling she gets from you, and that's always a possibility. She has to feel that potential of less or else she's not going to really appreciate it, and she won't appreciate the potential loss of her investment.

# The Ignition Code: Gamification

If she doesn't act, she wants to understand that if she doesn't do something, if she doesn't step up herself and put herself into the equation, she's going to lose the good feelings.

This is part of the habit-building addition-building process. She has a role in it, she must take action.

This is the dynamic that you want. She's responding to you.

She's playing to your game and she's the one who's actually doing the chasing. This is how we flip the tables.

Once you get her acting, she will start to take over for you, and that's where we can stop doing so much work and stop feeling pressured to make things happen.

It's the same way advertisers get you to buy a product quite frankly, and they've been studying this literally throughout the entire 20<sup>th</sup> century and now we're in the 21<sup>st</sup> century, marketing is a science.

They know how to do this stuff. They've been using it forever.

I'll give you an example, "You need this beer because it makes you look cool. You need this shaving cream because it makes your face feel smooth," and of course, they will show a woman's hand caressing the man's face.

"You need this car because it makes you look masculine. You're more of a man if you drive this car than that car."

Do you see the messages they're doing? They're programming you.

If you act, you get a reward. If you buy the product, they're saying you're going to get the quality that the product promises.

If you buy that beer, you're going to be cool.

If you get that shaving cream, your face will be smooth and women will caress you.

If you get that car, you will be the man you always wanted to be.

If you buy the product, you'll get the promise. You become cooler, better looking, more manly, whatever the promise maybe.

# The Ignition Code: Gamification

Now, she has to make an investment. This is absolutely critical.

She has to make an investment in you. The investment comes in the form of time, effort and emotion. I want you to remember that again.

I was calling this the trinity code at one point because there are so many threes in it.

This is one of those trinities I want you to understand. The investment is her time, her effort and her emotions, and it has to be an all-or-nothing proposition.

She either makes the effort or she loses the game. She has to feel that there is a loss on the line here.

Now, there are ways to do this, and it depends again on her personality. I'm going to talk about the gamer personality so you can understand what personality she is.

Some general ideas that could work are, "I'm about to confess my feelings."

Let's say you have something that you want to tell her, that you want to confess. Again, these are general ideas for getting her to invest a little bit.

But then don't follow up with the confession message. In other words, you're sending her this message, "I'm about to confess my feelings," and then you give a pause there, and you don't do it.

You don't actually confess because you know that's wrong. Telling her your feelings is not the way to get her to feel those feelings.

Just let the idea hang her and see what she does. If she doesn't care, if she's kind of apathetic about it or not into it, that tells you that she's not really hooked, she's not invested, and you need to go back and rework it again, and we'll talk about that.

Typically, that's not the problem that most guys run into, and that's just a way of throwing it out there and seeing what happens.

This is also going to validate a lot of things for you so when you do get the right message back from her saying, "What? What is it? I've got to know what your feelings are," you'll know she cares.

"Who's that girl in the picture?" And again, share the pictures with her that show with other girls, not being too overt about it, not looking like you're trying to induce jealousy.

# The Ignition Code: Gamification

Again, nothing sexual or romantic, but it's just you having fun with other women or other females present, other girls, other hot chicks.

She's going to have a competitive edge. That brings out more game in here.

More on making her play this game in a minute. I want to just kind of give you an idea of how this principle works.

I don't like just giving theory. I want you to know exactly what you can do.

Remember why you're doing this, you're getting her to feel that investment, something is at stake for her.

You're becoming more than a habit. You've becoming something she needs.

The next step of a habit is addiction. It's not just doing it because it's automatic, but it's doing it because if you don't do it, you lose the good feeling.

That's the significant step that you have to cross. This is the line if you will between just having a habit and an addiction that's good for her.

Habit to addiction, so we got her started. We got her to act. Now, we're turning the habit into an addiction.

The goal of becoming part of her habit and making her feeling invested is to get her to react to you automatically. Habits are automatic behaviors.

React to you using emotion and not logic. We want her to have automatic emotions, not automatic rational decisions.

There are all those studies where they had pigeons where they would peck a machine and it would dispense food, and that was an automatic behavior that may not have had a lot of emotion behind it.

It was just something that's kind of programmed until the pigeon was hungry and it knew it could satisfy its urge or its craving for survival by pecking at that little button.

These are the scientific experiments they did, but we need to make sure we're engaging emotions on some similar level. You become part of her online habits.

# The Ignition Code: Gamification

She's going to come back to those habits again and again and again. Even if you fail to get her to feel invested the first time, she will still fall back on the habits that you created with her.

There's very little risk for you when it comes time to get her to invest. There's very little that she's risking and that's another part of gamification, by the way.

So when she does start to invest, something important happens, she goes from wanting to interact with you to needing to interact with you. There is the big divide, wanting to needing.

Wanting to needing, that's the line we're going to get her to cross. That's habit creation in a nutshell, but it's also how habits turn from habits into addiction.

So I will get into more detail about the addiction side of it as we go into gamification, so join me if you will in the next video and we'll start with gamification.



# The Ignition Code: Gamification

## Part 2:

All right, let's keep going with gamification.

This is a pretty deep topic, but again, this is another one of those things where if you really understand this concept and how it works not only in attracting women, which is especially the kind of the easy application of it, you're going to find that this concept will actually work for you in almost every area of your life.

It will work for your career. It will work for your finances.

It will work for motivating people that you know. It will work for increasing your social life.

It just works all around because you'll understand a principle in human psychology that very few people ever, ever even encounter. Most people don't even know what this is.

So let's get the definition out of the way, what's gamification? Gamification is the concept of applying game mechanics and game design techniques to engage and motivate people to achieve their goals.

Let me say that again, gamification is the concept of applying game mechanics and game design techniques to engage and motivate people to achieve their goals.

It's basically using the same tricks and tips and tactics that the game designers use to get influence, to get other people to help you.

Basically, it's making it a compelling, easy to fall into activity rather than constantly fighting resistance. That should make a lot of sense because most things in life, you have friction attached to them.

Most things are not intuitive and easy to follow into doing. It takes effort for us, and that's why we don't do a lot of things.

Gamification can be applied to your diet. It can be applied to your exercise.

That's why so many people find it impossible to work out in the gym, but they got no problem going to play volleyball with some friends or play tennis or any number of competitive team sports because we want to play games, social and recreational games as well as romantic games on a lot of levels.

# The Ignition Code: Gamification

What we're talking about is this concept of zero friction. Actually, this is my concept. I added this to the concept of gamification.

Zero friction, what is zero friction? It's what I call the "slippery slope." It's inevitability thinking.

Slippery slope, you may have heard this before, it's called the slippery slope theory, and I'll give you an example from something that's very highly politically charged, so let's not get too political about this, but the topic of gun control.

The topic of gun control comes up quite a bit, and what they consider that to be is a slippery slope. If we give in on any of our Second Amendment rights to possess and bear arms, it becomes easier and easier for someone to take all the rest of them away from us, which is why the NRA fights so viciously and strongly to protect that particular amendment.

Now, whether you agree with that or not, the concept is sound, that some things are a slippery slope. It's easy to fall into certain behaviors, and this of course another way that we form addictions too.

Inevitability concept and thinking is we want to make it almost impossible for it not to happen. In other words, we are literally lining up dominos so that if I push over that first domino, what happens?

All of them must fall. It's just inevitable, they have to fall.

If you set things up this way, you will always be successful. If you set it up to be inevitable, that there is nothing else that can happen that can stop it, it just has to happen and with very little effort from you, the pushing of that first domino is pretty easy.

Making the rest fall, well, that takes care of itself.

That is what is known as inevitability thinking, and that's the principle that I use when I'm using gamification for attracting women. It's a slippery slope, she's just going to fall right down that slope into my arms, into my bed and it's inevitable.

It just has to happen. I'm going to show you how to do that with practical techniques.

I want you to remember something upfront, you control the game. You are what they call the game master.

# The Ignition Code: Gamification

Game master is actually a term from gaming. The game master is a person who manages the game.

If you're familiar with the game Dungeons & Dragons, that person is called the what, the dungeon master.

He's the guy that runs everything, that gives the other players the experience because it's just all players, well, where's the environment? Who's the person telling us what's going on?

Well, what's the game master does. He owns it.

He makes the rules and, well, you know what, even though he makes the rules, he can still lose the game if he doesn't fulfill that role correctly. I'll talk more about that in a bit.

The important thing I want you to remember here is you control the game, you are the game master, and that's your responsibility. Now, it's an easy responsibility if you have the right skills to go along with it.

What is the process? The process is something called micro transactions, and you may have heard of this, this is a business term and it's also something applied to what they do on Apple's App store.

They give you a free game, but then they tell you, "Oh, do you want to unlock that? Well, you can keep playing for hours and hours and hours or you can play \$1 right now and I'll just open that and unlock it for you right now."

It's an unlocking a lock code.

This is the heart of gamification. These are small sub-rewards that require her to pay a little bit, very little, it's almost negligible.

I mean, who has a problem paying a dollar to get past certain things?

But do you know what happens? You start to pay a dollar here, a dollar there, and it adds up.

I'll give you another example of this. I play the game Magic: The Gathering. It's a card game. It's a collectible card game, and it's actually very well thought out, strategic game.

# The Ignition Code: Gamification

If you put aside the fantasy elements which make it seemed kind of geeky, well, it's geeky, but it's fun, if you put aside those elements, it's a very well structured game that has very clear rules.

Now, one of the things they do is they offer you these things called "booster packs."

Booster packs allow you to get a batch of cards, totally random, and sometimes you come up with something cool, sometimes you don't. It's what they call a variable reward reinforcement.

Every so often you get something really cool, which then triggers your nervous system to be, "Oh, I've got to try that again. I might get something cool. Oh, I didn't. I got something common, something not so big of a deal. I'll try again because I might get that cool thing on this one," and you try again and again and again.

It's the same sort of concept. We're getting her to buy these little booster packs of experience with us.

Those booster packs are the dates that we go out on her with, and what this micro transaction thing does is it allows players to pay for uniqueness, status, boost and more.

Uniqueness, status, boost and much more than that, but those are the big ones:

- Uniqueness, they get to be unique
- Status means "Oh hey, look, I got to be this. I got to do this thing in the game."
- Award gives them the boost so that they can achieve more within the game

So beware overuse or implementing any of this stuff too early or pushing it too hard. Those games that really do suck you in don't require you to pay right up front.

You play for quite a while. You play for a little while, and then you run up against the wall and you decide, "Hey, you know what, I'm ready to pay a little bit more."

Because once you're in the game, then it feels okay.

She'll feel the greed. That's what I'm saying here is if you do this stuff too early or if you push it too hard, she's going to feel the greed from you that you're looking to get that thing.

By micro transactions, when you're asking her to pay, you're not asking her to pay money. What you're doing is you're allowing her to kind of buy her way into your heart a

# The Ignition Code: Gamification

little bit through actions, actions that get her invested, actions that get her engaged in the process.

If you do that too soon though, if you ask her for something a little too soon before she's ready, before she's really invested, she'll think it's a kind of a greedy feeling and it will trigger something in her that makes her check out and say, "No, I'm not going to play this game anymore."

The same thing happens with real games, by the way. These games that try and get you to pay up front too quickly, they end up triggering guys to leave and not play them, and they understand this process, by the way, really well with casual gaming, which is what most women are addicted to, casual gaming.

Now, I'm going to go through really quickly with the player types. This is an important section.

I want you take notes here or I want you to really pay attention and go through this several times because this is very important.

It's a personality typing and it's probably one of the best ways to figure out what kind of girl you're dealing with. There are four gaming types.

- Achiever
- Explorer
- Socializer
- "Killer"

Now, I put all this in quotes because I don't want you to take them literally. She's not a literal killer, whereas the other ones, actually they're more literal than that one, but the killer actually fits just a type and she's not literally a killer.

## **Achiever**

Let's go start with the achiever. The achiever is a player who prefers to gain points, level up, get equipment, and other concrete measurements of succeeding within the game.

They want these little achievements, these little badges. They're going to go to great lengths to achieve rewards that confer them little or no game play benefit simply for the prestige of having it.

You'll see this in a lot of games. I know this is built into the World of Warcraft.

# The Ignition Code: Gamification

It's built into Diablo. It's built into a lot of games out there today.

They give you little rewards, very small, tiny rewards, but they become little badges of "Wow, look at me, I've got prestige. I'm an achiever. I got this achievement, this accomplishment."

You'll see it on the PlayStation. You'll see it on the Xbox when it tells you your achievements and your rewards and your badges.

It actually tells you when you've achieved them and gives you a feeling of "Hey, you accomplish something," and that makes you stay in the game longer.

## Explorer

What is the explorer? The explorer is the type of player who prefers discovering areas, exploring, looking around, creating maps, learning about hidden places, and looking for Easter eggs.

They feel restricted when a game expects them to move on within a certain period of time. They want to stay there and explore because that doesn't allow them to look around at their own pace.

They also find great joy in discovering an unknown glitch in the game or a hidden Easter egg. You will see this a lot.

You'll find these people, who actually have YouTube channels, that do nothing but show you hidden Easter eggs in games or videos of glitches within games.

Those are the explore types. They just want to look around for the sake of "Ah, I'm looking around." He's got his pith helmet on and he's looking to explore the game world.

These are also ones that really gravitate to open world games. I'm one of these guys.

I actually fit into probably all four categories, I've got to admit. I love all kinds of games, but explorer is one of mine.

I really like open world sandbox games like Grand Theft Auto and Just Cause and those types of games.

# The Ignition Code: Gamification

## Socializer

Socializer is another type. A socializer plays games for the social aspect rather than the actual game itself.

Hopefully, you're kind of grasping there. That's probably a lot of women.

They gain the most enjoyment from the game by interacting with other players and on some occasions, the computer-controlled characters that have personality that seemed almost like real people.

RPG games tend to be like this. Everything from The Witcher, which is another RPG sort of game to the Dragon Age games have that where they have characters that have a lot of personality and they seem to almost be real.

The game is merely a tool they use to meet others in the game or outside of it, and there are a lot of games like this. If you remember Mafia Wars on Facebook, Farmville I think is one.

What they do is the game itself is just a tool to get other to connect. Mafia Wars is a great example of this.

It's one of the ways that Zynga put itself on the map, but unfortunately has not been able to stay there. So keep that in mind.

A lot of women you meet are going to be socializers, and that's a lot of the reasons they stay on certain kinds of games.

## Killer

Then there's the killer, the killer. You know what these guys are.

Killers thrive on competition with other players, and they prefer fighting them to scripted computer-controlled opponents, but they just want to fight.

This is actually a rare female type. I also did this for quite a while when I did Deathmatch in Quake.

I did that for many years. I even did level design in Quake.

# The Ignition Code: Gamification

It's one of those things, they just love to go in and blast and blow people away, but even more than that, I really love killing the evil creatures within it. So I'm also a killer on a certain level.

This is kind of rare for women. It's rare for women to be this kind of type in a game.

Actually, I recommend if she does turn out to be a killer in terms of her style, you probably want to drop her immediately. Just keep an eye out.

There are a few chicks out there who are okay as killers, but most women don't fall into this category, and it actually can be a red flag.

So those are four types, achiever, explorer, socializer and killer.

Now, I'm going to relate each one of these to some bigger concepts, and I'm going to tell you who has those traits. Don't freak out here.

This is going to be a big section, but each one of these, I'm going to tell you who likes each one of these tactics because these are the tactics you're going to use to connect with and to really break through and get her addicted to you.

You can use these game concepts. I hate to use the word "concept" because it seems like it's just something theoretical.

No, these are real, they work. You're going to use these techniques and give you examples of them and which kinds of player types they work on.

So it's why it's important you establish, is she an achiever, is she an explorer, is she a socializer or a killer? Most women will fall into these.

I think, more often than not, these two of the top category I would assume that many women fall into the socializer.

So join me in the next section. We're going to go into the critical concepts and I'm going to show you some of the actual tactics for gamifying her.



# The Ignition Code: Gamification

## Part 3:

Okay, welcome back. We are going to talk about the core concepts.

Now, what are the core concepts?

Core concepts are the specific elements in game design that you can apply to making women feel attraction and gut-level sexual desire for you. Plain and simple, these are addiction qualities.

These are qualities that can be created basically by using these little tricks, and these little things you're going to notice if you're a game player, by the way, you're going to notice right off the bat when I talk about them, "Hey, that's exactly like what I experienced in this game or that game."

So first off, we're going to cover this, and I want you to think these in terms of, of course, the player types. They're going to relate to the four player types, the achiever, the explorer, the socializer and the killer, so you might want to review that a few times so you really get that under your belt and understand which one of them is.

They're pretty self-explanatory, achiever, explorer, socializer, and with killer, sometimes you have to go, "Well, which one is that one?"

That's the one that thrives in competition, who's just a bloodthirsty beast out there trying to kill everything she can.

Well, okay, let's hope not. Whomever, that's a red flag for women.

### **Achievement**

Achievement is the first one, and this is who it's for, achievements work best with achievers, explorers and killers, but not socializers. Achievements are a virtual or physical representation of having accomplished something.

Now, achievements can be easy, difficult, surprising, funny, accomplished alone or as a group. Achievements are a way to give players a way to brag about what they've done indirectly as well as add challenging character to a game.

Achievements are often considered locked until you've met the series of tasks that are required to unlock the achievement. Now, I believe it's either the Xbox or PlayStation that uses that exact term.

# The Ignition Code: Gamification

They say, “Achievement,” and then they tell you what you accomplished. They have a clever little phrase after it, so you know what it is you actually accomplished.

Around the Batman game on the PlayStation that I played, one of the arcade games, you’ve got achievements in the game as well as out of the game for completing certain things.

## Badges

Now, what are badges? Badges are a way of giving her a feeling of accomplishment.

I’ll give you an example of this. With things like if you’re traveling, you have passport stamps on your passport, and it gives you a feeling of accomplishment there, or baggage stickers from other countries.

Now, if you want to relate it directly to dating, it would be something like a menu from a hard to get into restaurant that you guys managed to pull it off and get into.

My girlfriend and I had the exact same thing happened to us on a Valentine’s Day. We were trying to find some place to go.

We got into this really nice restaurant just because they just happened to have a table open. We found out later, of course, that it was just a really expensive restaurant.

They wanted more money, but you get the idea.

A picture taken somewhere else that’s exclusive or hard to get to, this is a really good one. This is a badge of accomplishment.

She’ll reflect on this every time she sees it. Women look at their pictures a lot.

So take her to the top of a skyscraper for a picture or take her to a secret location, a secret place that nobody else knows about, but it also has a great view.

That combination of elements makes a great badge, so that’s how you can use badges.

## Questions you can use

These are questions I’m going to give you for a lot of these particular core concepts, and these are the things they ask when they make a game. They ask this to see if they’re actually accomplishing this goal.

# The Ignition Code: Gamification

Now, not all these are going to directly relate to dating, but you can definitely take some of them and apply them to dating as well. With things like, do you give achievements often? Are you the kind of guy that gives achievements to your girl?

How long would it take for her to get every achievement if you have them?

Think about that for a second because if it would take very long, you need to come up with some achievements. Do you have achievements a player would be proud of or share?

Do you allow her and others to see the coolness of the achievement? Is there a rarity to them?

Believe me, you can apply these to dating fairly easily. I always give achievements to women for having made it to the first week, the first month, or the first few months of our relationship. I joke with them once we're in bed the next day, that's an achievement, "Hey, you made it through your first night with me. I hope it was good for you because it was awesome."

Have you implemented a place for players to collect and show their achievements? This is a trophy case. In this case, it might just be her phone.

It might just be your cellphone using the pictures part of it, and that's what you want to do is use her phone so that she has the picture instead of you sending it to her and that's hard for her to find it.

Do you have a way for her to show off her favorite achievements? Do you have a way for her to maybe show off that cool little menu you got from that hard to get into restaurant?

Do you have an achievement map to show all achievements you have, ones you could earn and available info on how you can earn them?

So you should give her some idea. You don't have to give her a map obviously, but you do want to say, "Hey, you know what, if you want to get to your next little achievement, well, here's what it is."

And say in joking terms. You don't have to use it in gamer terms. Just say, "Hey, your next level up happens when you do this."

Have you implemented achievement tiers such as the common ones like easy, medium, hard, insane and unknown? You can actually apply those to yours too.

# The Ignition Code: Gamification

You can have a particular accomplishment or achievement have a certain level of difficulty attached to it.

Do you use clever names and graphics on your achievement to add character? How about humor or wit, not only in the names of graphics but also on how you obtain the achievements?

So have some fun achievements like, "Okay, here's the next achievement you have, you have to walk away from this Chinese restaurant with three pairs of unbroken chopsticks."

Little things like that because she's going to remember. She's going to remember that you challenged her this way too.

Have you kept your players in mind and created achievement styles that are catered towards them?

So if she's a really athletic girl, you want to give her something challenging like, "Okay, this is our first achievement. We both have to climb this fence to get into that yard." And then you know she can do it, it's a physical thing she's capable of.

Do your names for unknown achievements, achievements that you don't know how you earned them and inspire curiosity in the players without prematurely revealing how the player earned it?

So you've got to give them a clever name on occasion if you can. Again, that's not necessary, it's just an idea because these are the ideas they use within games that really do work.

They force your brain to really process the achievement and the accomplishment.

Do you have achievements with real depth that require a combo of actions or variables to unlock?

You could actually stack a few of these, like one of them might be, "Okay, we've got to make it to our first month anniversary," if you will, "and we've got to not only repeat what we did on our first date, but we've got to add on this." So you're stacking it.

So those are that questions. I'm trying to give you a little bit more interpretations here on these first ones so you understand how it works for the rest of them.

# The Ignition Code: Gamification

You'll be able to easily apply them to women. Hey, that's achievements. That's a really important one. I want you to focus on it.

## Appointments

Appointment is another kind of core concept in dating and creating addiction. Now, this one is for achievers, explorers and socializers. It doesn't work as well with killers.

Give her timed or appointed tasks where she will miss out on something. I'll give you an example, happy hour.

If you're not there at the times they have happy hour, you don't get the cheap drinks.

That's pretty simple. That's an appointment.

Here's an example, "Me and my friends are going to go to the show. Be here in such and such a time and I'll give you a ticket."

She's got to make it or she loses it, and it's a very time-specific accomplishment.

Keep that in mind, those are very important and they're actually very motivating because they force her to really hustle and she will probably push her luck on them and not make it once or twice, and you've got to be willing to say, "Oops, sorry, you didn't get it," and that's motivating for the next time.

## Behavioral momentum

What is behavioral moment? It's for all types.

It's for all types of gamers. She will keep doing something once she gets started doing it.

It's just a simple fact of motivational science is that once you start doing something, you just keep doing it.

This is on a one-off thing. I'm not saying that you keep coming back to it necessarily, but if you get a person started, started walking or started typing a letter to somebody or writing a letter to somebody, typically once they're in motion, they stay in motion.

Another example is checking for your messages on social media, which is why I suggest you find out what mode she tends to use. What are the things she does?

# The Ignition Code: Gamification

Does she Twitter? Does she Facebook? What are those particular methods?

Those have behavioral momentum and she will stick with them. That's why you want to find them out.

So keep that in mind. Once you get her going, it's pretty easy to keep her going.

## **Blissful productivity**

This one is an interesting one. This is for all types of gamers.

This is when playing in a game makes you happier working hard than you would be relaxing. Think about that for a second.

When you're playing in a game, you're playing a particular game and it's actually work, it's a lot of effort because you're trying to maybe beat a boss or you're trying to do something really challenging and it's working hard and harder than you would be when you're actually relaxing.

Essentially as human beings, we are optimized by working hard and doing meaningful and rewarding work. That's what makes us feel empowered and strong and capable and like we're fully actualized.

You want to reference Maslow's Hierarchy of Needs if you have any questions about that. There is a certain top of the pyramid where we get those last bits of good feeling about ourselves after we've accomplished all the other things in our life.

For example, World of Warcraft players play an average 22 hours a week. It's a part-time job, dude, and often they do it after a full day's work, and yes, it's more work, so why would you do that, unless it was gratifying on some level?

They're happy doing it because it's fun.

That's where you want to get to because she won't mind putting in the effort and investing in you, so that's what we're trying to get to. That's a concept that is very applicable to what we're doing.

She should feel blissfully productive. She's working at it, but at the same time, she's working at it actually more than she would be if she's just hanging at home watching TV, but it makes her happier than she would be in that condition.

# The Ignition Code: Gamification

That's the kind of level of engagement you want to have.

## **Bonus**

That's a bonus. Oh, obviously, bonuses we're familiar with.

It's for all types of players. Bonuses are reward after having completed a series of challenges or core functions.

You've got to give her sometimes a chance to do what I call a combo.

For example, double down on a good date, and you can say something like, "Hey, call me this week and we can go to a place that's even cooler."

In other words, if you had a great date at a certain location, you can use this as motivation for the next time.

So make it stick in her head and say, "Hey, you know what, call me up this week. I'll show you a place that's even cooler than that one," and you kind of raised the bar.

It's like a bonus. You've kind of opened the door to that one because of the other one, and you put a time frame on it.

Put a time frame on it and say, "Look, I'll probably have to make reservations by Wednesday if you want to do it, but come on, let's take it to the next level here."

Do you see how that works? It's what I call double down on a date, the date double down.

## **Cascading information**

What is cascading information? Again, it's for all types of players.

This is where you want to make sure that information should be released to her in the minimum possible snippets to gain an appropriate level of understanding at each point.

In other words, we're avoiding info overload.

This one is so applicable because in short, you don't want to overdo with a girl. You don't want to give her too much information about the "game" she's playing.

# The Ignition Code: Gamification

Now, the big game here, of course, is getting you into bed, getting you for a boyfriend, whatever the big romantic goal is for her.

That's the game, and for you obviously to get the sex you desire. But in short, don't overdo it.

Think of it like this, give her one turn at a time. This is like you're playing a board game.

You're only giving her enough information to get through that turn. If she passes on that turn, then you can move on to the next one, but don't overwhelm her with multiple bonus options or achievement options in the whole context of this.

You don't want to say, "Hey, do you want to get a bonus? We can go here on Thursday and here on Friday and next week if you really want to do..." That's going too far, dude.

One thing at a time, keep it very, very approachable and non-intimidating. That's the idea is to not overload her with too much information.

Not only with the relationship to the game, but with relationship to you. Keep the amount of information you reveal about you just in small snippets, things she needs to know at the time that are relevant.

Don't give her information that isn't relevant to whatever it is you might be talking about. Later on you can do that, but not upfront.

## **Community collaboration**

This one is for achievers, explorers and socializers, not so much with killers because they're on their own. Community collaboration means giving a game dynamic wherein an entire community is rallied to work together to solve a riddle, a problem or a challenge.

It's immensely viral and it's very fun. That's how that game Mafia Wars really, really got huge on Facebook years back.

This is a dynamic and you engage a bunch of people and it's hard to resist because there are so many people in it.

So invite her to be part of a group event, something like a rafting trip or horseback riding or day-long group road trip. There are so many things like this that you can pull her into, and what it does is it gets her really engaged because she's part of a group.



# The Ignition Code: Gamification

She feels like she has an obligation to that group to accomplish and do what the group is doing.

You'd be amazed how she pulls in line and see how different her behavior is when she's pulled into that kind of environment, especially with your friends.

If you're in the same environment with her friends, guess what, you're going to have to take whatever you get there, and sometimes it's not so good.

Some of those women, let's just say they're not as fully optimized as they could be, especially for what you want to do. They're not going to be challenging her in that level necessarily.

They might. I don't know.

I mean, I'm not sure what kind of women you're meeting on a regular basis, but there are some women that just aren't in a challenging circle or interesting circle, and she's going to find that one thing on its own very attractive.

## Countdown

What is a countdown? This one is for achievers, explorers and killers.

It doesn't work so much with socializers. This is using a time constraint to amp up the level of excitement.

An example here would be last-minute date or meet-up request. So this is an example is let's promise something exciting on Saturday, but don't tell her what it is until the last possible minute.

You can say, "Hey, you know what, I've got something really awesome for us to do on Saturday, and I'll let you to know then," and then you can kind of countdown to it.

It's a time constraint, but it's a time constraint that works in your favor because it builds anticipation and excitement. It's a countdown, and you can text her.

You can use texting for that one. You can also leave voicemail messages. I would mix it up if you can.

If you have a date with her before that date, you can also do a casual mention of that coming up and saying, "Hey, only a day and a half away. Are you excited?"

# The Ignition Code: Gamification

And she's going to bug you to try and find out what it is and you're not going to give in. You're not going to tell her, but it's going to build that anticipation.

## Discovery

What is discovery? This one is for explorers and achievers particularly, but not so much for killers and socializers.

Players love to discover something. They love to be surprised with something new, something interesting so take her to places where you can do that.

There are science exhibits and things like that that you can bring her too. In San Francisco here, we have a place called the Exploratorium, which is notoriously cool for that sort of thing.

You'd find all sorts of science exhibits to play with and science stuff to mess around with, and it's really, really interesting because it's very hands on, and it gives you that feeling of discovery.

It's the same thing, you can do it with finding a new place in town or maybe you're going to make an agreement, "Hey, we're going to jump on this restaurant without using our smartphone. We're not going to use our maps function. We're going to try and do it the old fashioned way, with directions."

That's kind of actually interesting in this day and age for people to do that, "Take a left on this street. Take a right on this street." Maybe you don't even know exactly what the address is and to see if you can find it by asking people.

It's a cool way to discover and engage her. It works great with explorers and achievers.

Now, in the next section, we're going to cover everything from epic meaning to urgent optimism. These are some really cool concepts here, and then of course we're going to break into secondary concepts, and in the rest of the program, of course, we're going to give you illustrations of how to use this in situations, more of a roadmap if you will.

These are the concepts I'm giving you now, and you can come up with ideas on your own, of course, but I will actually give you the actual texts and things to do along the way. Join me in the next section.

# The Ignition Code: Gamification

## Part 4:

### Core concept: Epic meaning

All right, now we're going to continue with epic meaning as one of our core concepts for building attraction and, of course, addiction with your sexual attraction with women.

Epic meaning is for all game types, this one is a little trickier to implement, but there is a way of actually doing it. It's for all types of gamers.

It's the concept that players will be highly motivated if they believe they're working to achieve something great, something awe-inspiring, and something bigger than themselves.

This is one of the things that I would do when I went to speed dating. You probably heard me tell this story if you've heard any of my other programs, but I'm going to tell it again because it's good, it works.

Again, I know that we're motivated by achievements, I know that people are motivated by thinking a little bigger, and so what I would do when I would sit down with a woman is I would say, "You know what, we're always just forced into small talk. Let me ask you a question, what are you doing to make the world a better place?"

I would see the jaws drop open and the eyes go wide on that like, "What? You're asking me something meaningful, what the heck? Usually they ask me where I live, what do I do, how do I get my hair look this good."

It's a really good question, asking somebody to think outside the normal everyday mundane questions and say, "Hey, think about this from a bigger perspective."

You can do it mostly with questions. It's a better way of doing it because they're going to know intuitively.

If you're asking that question, you're thinking on that level. You're thinking on the level of achieving something great, something awe-inspiring and something bigger than yourself.

That's what epic meaning is about.

That's when you have one of those games that has huge far-flung meaning like – geez I'm trying to think of some of this – there's a particular space RPG game called Mass Effect that has that built into it.

# The Ignition Code: Gamification

It's a very meaning to what you're playing so you're not just playing for interactions, you're playing for the fate of the universe, which is a pretty big deal.

## **Core concept: Free lunch**

What is the free lunch concept? Well, that's for all types.

Again, that's one for all types, and this is the dynamic in which a player feels that they're getting something for free due to someone else having done work.

It's when they're getting something for free due to someone else having done the work.

For this to work, it's critical that that particular work is perceived to actually have been done. The player has to feel that they've locked into something.

Have you ever had that feeling that you locked into something where somebody else did a whole bunch of work and you got to reap the benefits?

I'll give you some examples here, free tickets. Free tickets to a show that somebody else couldn't go to, but now she can go to.

They've locked into something of value without having to work for it.

Or maybe it's a dinner that's already paid for or housesitting in a really nice house. That's a great example right there.

If you ever do housesitting which you should probably put yourself up for, it's a great thing to do, you'd be amazed, there are really some nice houses out there that people just need somebody to stay in and not let them fall to ruin while they're away on a long extended vacation or whatever the case may be.

So these are ways that you can demonstrate that little free lunch concept because it comes from the saying "there's no such thing as a free lunch," meaning you can't go to lunch and have it paid for.

Well, guess what, you can if you know how to do it right and know how to do it effectively.

## **Core concept: Levels**

Ah, this is the pervasive, most common concept in gaming, video gaming in particular.

# The Ignition Code: Gamification

This one is for achievers, explorers and killers, and not so much for the socializers because they're not in it for any kind of rank achievement so much as the interaction, unless that's built into the leveling system like the level would give them more abilities to be social or socialize more.

It's a system or ramp by which players are rewarded in increasing value for accumulation of points. Leveling is one of the highest components of motivation for gamers.

It's just the most common one. It's the one that was right there from the very start with the leveling up or not even so much the character leveling up but going to the next level.

Remember the old, old games of Pac-Man and I'm thinking of things like Defender and just some of the old school, really old 80's games, and what you're motivated to do was get to the next level, to the next level.

It's the same with Donkey Kong and all those other ones.

So an example of this would be updates. This is a good way of leveling up on your dates. Actually, I think probably a better term would be level-up dates.

Let's call them level-up dates because that's what they really are, level-up dates.

The first date might be coffee. The second date is happy hour.

The third date is a wine bar with some tapas. The fourth date would be a casual dinner.

The fifth date is a fancy dinner, maybe even over at your place you cook it for, and sixth is a weekend vacation together.

Now, obviously you have this in your head and you should have this plan in your head since you have the levels predetermined, and you assume the levels for different things.

You've got levels for dates. You've got levels for sexual interaction.

You can have levels for conversation, levels for all sorts of things, meeting your friends and family, things like that all have levels to them and you should let her know very casually, not too overtly, that she's leveled up.

You can say, "Hey, congratulations, you're ready for the next level."

# The Ignition Code: Gamification

I mean, everybody is used to that terminology, “You’re ready for the next level. We had a good coffee date. I’m digging you. Let’s move it on up to happy hour. What you say you meet me at Joe Blow’s Tavern over there on 3<sup>rd</sup> and B Street.”

That’s a way of leveling her up. You’re giving her an idea that there is a level to be accomplished.

She’s getting an idea there’s a progression and that by her working, she can go through them and get to the next one. That’s what she has to know, she has to understand cognitively that there are levels to this.

But not overtly say, “Hey, congratulations, you’re on Level 3,” but you just say, “Hey, you made it to this level, let’s keep going,” and she’s going to get a sense of accomplishment with that.

That’s especially effective for achievers, explorers like it too, and killers like it because it typically has a reward for a certain amount of player elimination or creature elimination within the game.

Within your dating game, it’s very, very effective with the whole concept of leveling up and it’s probably the easiest one for me to just say, “You’ve kind of got the concept of this already on a lot of levels. Just use it.”

## **Core concept: Lottery**

Lottery is, again, for all types of gamers. This is a game dynamic in which the winner is determined solely by chance.

I’m going to tell you right now, don’t use this one. Don’t use it.

It’s not a very good way of motivating somebody. It’s too random.

It basically rewards her for doing nothing. That she can sit there and just do nothing and win.

It’s the same reason that lotteries themselves are not very motivating and they’re also I consider a sign of not very motivated behavior because you’re expecting something for nothing.

# The Ignition Code: Gamification

This is the behavior that a lot of women have actually is the lottery behavior, and you see, the only reason I'm pointing it to you now is because it does work on all types and she's looking for it to see that she got something for nothing, that she got something purely by chance.

It's not the same as a free lunch, because with free lunch, there is work that was done before so that accomplishment had to have been tied to work. It's not just a useless sum of money that's given out to somebody.

Somebody had to work to accomplish that, and that they've locked into it. Again, it's something that had already been worked for.

Lottery, it doesn't work the same way, so don't use it. It's just not effective.

I see a lot of guys doing this with women on their dates. It's probably one of those things that will stop any guy from getting where he wants to go with a woman and it basically hands the power right back over to her and turns it into you sucking up to her to get whatever you want.

## **Core concept: Ownership**

The next one is ownership. Ownership, this is a good one.

This is a really good one. This is for all types of players, and it's used as a way for her to feel investment in your game.

Very clear and easy example of this is you buy her a toothbrush that she can use when she stays over at your place. She's got ownership.

She's got a piece of the action. She's actually got some physical ownership of something.

Another example might be, and this is kind of a more extended example, several months out if you guys are dating and you know that you both love to ride bikes or you got her into a particular sport of some kind, whether it's bike riding or rock climbing, you buy her some equipment related to that particular exploit, whatever it may be.

So maybe you two are biking, but her bike is in kind of rough shape, so you get her a new padded seat, something to keep her little toosh and girlie parts nice and comfortable.

# The Ignition Code: Gamification

That's an example of ownership. She gets to own that and it's something she has to tie directly to you.

It's not quite the same as gifts. You can give gifts and have the same effect, but that's not what we're going for here.

Again, we're going for that sense of investment, not entitlement. This tells her that she's earned it and she has to know that she's earned it.

That's why I like the toothbrush example so much is because at a certain point, you say, "Hey, you know what, congratulations," and you hold up the toothbrush, "you are a winner."

You can make a big deal out of it and kind of wink at her and say, "Look, this is a big deal for me."

Of course, what she's going to do? Every single woman in the world is going to be like, "So how many other women have you bought toothbrushes for?"

Don't fall for it, dude.

Don't ever get sucked into the conversation that involves previous women or ex-girlfriends of any kind. That's just another way of her comparing herself to other players.

Hey, if she wants to see the leaderboard, she's got to put herself up on it first. So that's ownership.

## **Core concept: Quest**

Oh, we know this one, don't we? Everybody knows what quests are.

This is again for all types of players. This can also be known as challenges, giving somebody a challenge.

It's like a mini-quest. Challenges usually imply a time limit or competition, whereas quests are meant to be journey of obstacles that you have to overcome.

So you get the difference there. A challenge has a time limit or a competition.



# The Ignition Code: Gamification

The challenge itself is usually very restricted, very small like, “Hey, can you get this cup to balance on these two cups?” Like you’re sitting at a restaurant and you’re trying to kill some time and you know a little trick for doing this.

There’s a trick of taking a piece of paper and folding it in a certain way that you can balance the cup using only a piece of paper on top of other cups, like those little bar challenges you can get books for.

I do encourage you to do that, by the way, get a book of those little mini-challenges of things that are kind of cool to do with everyday objects because they are perfect for this.

Again, that’s what a challenge is. A quest is something a little bit more extended, and you can give her this, again, making sure that it’s at the right time because if you give it too early, you’re going to blow her out of the water.

Give it to her maybe a few weeks in and say, “Hey, I got a quest for you. This is a really cool thing,” and you can do it in a cool way.

So some examples, number one is to have her come along on your quest. Maybe you’re going shopping for an attire or formal outfit for a wedding you’re going to or you’re trying to find an obscure restaurant or a bar that you want to try.

It’s something that she can accompany you with and you both can do together which is great. It’s great for bonding.

It’s great for that sense of being with you and tying her to you. Have a common quest, which is where you take a class together.

You can take part in a contest, which is actually a cool thing to do.

A girlfriend of mine actually brought me to a showing basically of television shows that were being planned for the fall season, and it’s interesting because they were also showing its commercials and we were grading all of these shows and all of these possible pilots for the season and the commercials were also stuck in there, “Hey, would you buy this product?”

It was at the end that I’m like, “Hey, wait a minute, this wasn’t about those shows, but this was about us grading television advertisements, the commercials for those products.”

It kind of came to me in a sudden burst of insight. It was interesting because I got to take part in that with her, and I still remember to this day, that was many, many years ago.

# The Ignition Code: Gamification

Or just do something you wouldn't normally do, like you'd be marching in a carnival parade or something really ridiculous and fun, but again, it's something you do in common.

Go out with a goal of taking a selfie with somebody famous. Maybe you live in LA or maybe you live in New York where you have somebody that's famous in town.

Heck, I have traveled to Belize several times and there is a bar in the Belize International Airport that has this short, little, I think he's a Filipino guy and he's really short.

I mean, he's not quite a small person short, but he's very short, and people get their pictures taken with him, and he's really cool and he hams it up for the camera and he's got pictures of all these famous people that came through the airport.

That could be a goal with these little things. You've just got to spot them.

It's more about recognizing the opportunities and relating it to the content that I'm teaching you here than it is the other way around. You don't have to necessarily think all of them up, but be on alert that these opportunities are available for you everywhere.

Now, there's a third example here, and it's the example of giving her a quest or a challenge, and that particular one is actually fairly easy. I've got a great example of that.

A girlfriend that I was dating, and she was Kiwi, which is a New Zealander, sorry, I'm used to the slang more than anything else.

She's a New Zealander and it really has no bearing on my story, but I just love that accent.

I was over at her house. She had this like multimillion dollar mansion in San Francisco.

I was blown away with this house. It was unbelievable.

It was actually in magazines. It was that incredible.

I decided, "You know what, for a birthday, what I'm going to do is I'm going to give her a quest in her house," and I put stickies on various items.

Each location in her house had a sticky and one would lead to the next. So I started with a sticky on her architecture book that she had on her coffee table.

# The Ignition Code: Gamification

That one said, “You’re going to want to go to the place where the sheets never go to the wind,” and obviously that meant like the linen closet, so she knew that.

She went there. She found the next sticky, and that sticky pointed to the next place and the next place.

I think at the end I had either had tickets to a show or something, but that was her little quest, and she totally dug that. She was previously married and she said her husband had never done anything like that for her.

In her entire life, that was like the most cool thing.

That’s the way to use a quest. Let me tell you right now, those have incredible points in them. If you’re even close to the point of getting laid with her, this will put it over the top.

## **Core concept: Reward schedule**

What is a reward schedule? This one is for achievers, explorers and killers.

This is a time frame and delivery mechanism through which rewards like points, prizes or level ups are delivered. It’s a schedule basically, how frequently do they happen, what’s the schedule for them.

There are three kinds. There’s a fixed interval reward.

Now, don’t worry so much about the technical terms of what I’m talking about here. You’ll get it when you start using it, and this works for everybody, by the way.

This is so cool. You can use it for coworkers. You can use it with your friends and family.

A fixed interval reward is simply providing a reward after a fixed amount of time, let’s say 30 minutes, and you see parents doing this with kids all the time.

You can say, “Look, for half an hour, if you can keep quiet and you cannot be annoying, I’ll let you watch that show.” So they have a little time reward built in.

A variable interval reward would be providing reward after a roughly consistent amount of time where you tell a kid, “Hey, if you can just be quiet for a little while and let mommy and daddy go off to the bedroom and have a little fun, and yeah, then you can watch that television show.”

# The Ignition Code: Gamification

So actually, it would probably more likely they'd turn on the television show to keep him distracted, but you get the idea. You're not giving him a specific amount of time, but you're leaving it ambiguous,

That actually has a certain power all its own because they don't know when it's going to happen. They just know it's going to happen roughly in this amount of time, but it's not going to happen next week, it will happen today. You just don't know when.

Of course, there's ratio reward. This is where you provide a reward after a number of actions.

Like maybe after the tenth coffee cup, you'll get a free coffee at a particular local brew house or something like that.

This is the way they reward people.

You'd see these frequent sandwich buyer programs where you get a card and you get punched every time you buy... well, you don't get punched, the card gets punched, and after ten little punches on your card, you'd get a free sandwich.

That's a ratio reward right there.

Guess what, it works. Do you know what works even better?

When they give you that card and it's already got one punch on it. Now, you feel obligated to go through with it.

People will collect those cards, never get another punch on, never go back for that particular sandwich, but they'll keep that card because they already had one punch on it. It feels like they already invested in it.

Keep that in mind. That's actually a very important concept that I just gave you there is that giving them a little bit of accomplishment upfront that's kind of good for one thing completing the overall quest on their overall schedule.

That's leveraging a different set of concepts here. That's using a little bit of free lunch with investment and it works like a champ.

It's like giving her a little leg up and saying, "Hey, you can do the rest from here, can't you?"

# The Ignition Code: Gamification

So remember these reward schedules are a way for you to time the things that you give her, the prizes you give her or even within a quest or within something that you're challenging her with, you will know that sometimes you've got to motivate her a little bit.

Give her a little something to keep her going because she's feeling discouraged. Use the reward schedule for that.

## **Core concept: Status**

Status is important. Of course, it's important, and you can imagine who it's important for, achievers, socializers and killers, especially for achievers and socializers, more so than you might think for socializers because socializers are using status for their socializing in a lot of cases and everybody really does respond to status indicators.

I would hesitate to include the explorers in this if not for the fact that explorers are a little more self-driven. They're not as caring as much about the status to other people.

Status is simply the rank or level of a player. Let me give you some examples.

What do you call her when other people are around? Do you have nicknames for her?

How you refer to her gives her a status or rank in your world.

If she's a girl from work, "She's a friend of mine, she's somebody I know."

Or is she a friend? Or is she a girlfriend or a lover?

Those simple terms right there are enough to impart a certain amount of status, and she's looking for them.

Trust me, this is one of the indicators that women look for is how you refer to her, and that's why nicknames are especially a good way of inferring status. So you can kind of joke with her after she's made an accomplishment in something else, whether it's a quest, whether it's some other little challenge you've given her.

You can increase her status by giving her a nickname related to what she accomplished, like maybe for the first time you guys stayed together the whole weekend together.

That's a kind of a notable accomplishment in a small way in a relationship.

# The Ignition Code: Gamification

It's that you don't just stay overnight, but she actually stays from Friday through Saturday and into Sunday. That is what I would call the weekender.

I could say, "Hey, you know what, you're my little weekender," or weekend warrior is another way of doing it too, and you can kind of joke with her about it for the next few days in your texts or when you talk to her and say, "How are you doing, weekend warrior?"

That's a little inferring of status, and you can kind of tell her, "Hey, look, this is great, man. Look at it, we made it through the weekend and we didn't kill each other and we're having fun. I declare us weekend warriors," and you give her a high five.

By the way, that physical anchor should be in a lot of these as well. You want to use physical anchors to impart that sense of accomplishment.

## **Core concept: Urgent optimism**

It's the last core concept I want to cover with you. This is for explorers and killers.

What is urgent optimism? It's extreme self-motivation.

It's the desire to act immediately to tackle an obstacle combined with the belief that you have a reasonable hope of success. You want to use this in late game.

I'm going to give you an example of it. This is very late game for a lot of guys.

You may or may not have this goal of either getting married or having a super long term relationship.

But if you do, an example will be the possible proposal. That would be an epic win for her also, by the way.

It is knowing that there's a possibility of proposal on the horizon, and that is extreme self-motivation. This is what women work for.

As long as you haven't talked about marriage in a negative sense like, "I would never get married. I never want to get married," as long as you haven't talked about that like that, she's got this in the back of her head.

She has this urgent optimism. It's extreme self-motivation.

# The Ignition Code: Gamification

She's going to do whatever she can because she has a reasonable hope of getting you to propose to her, and again, it is. It's a late game sort of thing, but that's an idea of how you could use it.

You can use it in other ways too, but she's got to have a high level of motivation, so that's urgent optimism.

Okay, now, those are the core concepts and those are the things that I used to create a lot of the techniques and tactics you're going to use in this program.

I also imbued a bunch of them with secondary concepts. I want to talk about that in the next sections, so join me there.

# The Ignition Code: Gamification

## Part 5:

All right, we're on gamification's secondary concepts.

I'm going to spend just a little bit of time telling you about some of the smaller sub-concepts in game playing in general that you can use to, again, motivate, create addiction, create sexual desire and really change the whole playing field when it comes to dating.

Secondary concepts, there are a lot of these, so don't freak out, they're going to go quick here.

The secondary concepts just give you an idea of ways that game designers use and you're going to see some similarities again in how you can get a woman motivated.

### **Secondary concept: Anticipation**

There is anticipation. The factor of anticipation is very strong.

Get her excited and allow her to endure longer play at a higher level of enjoyment because that's what this one does for you.

Anticipation creates that sense of excitement and lets them play for longer. Creating anticipation is really important in the game with women.

Some questions to ask are, especially when you're dealing with women:

- How can you use anticipation to motivate her?
- Do you want to dangle a carrot so she knows what she's working towards?
- Does she know the result of her next level?
- What happens when she gets to the next level of achievement or status or whatever her badge might be next?
- Can you use chance or probability to have her anticipate some random event or reward that might happen?
- Can you use time to build anticipation?

The big answer to that one is yes, absolutely because you know how to do that now with things like countdowns and putting things out into the future that she can wait for.

It's a great way of creating it.



# The Ignition Code: Gamification

Some examples are teasers. Let her know of a big date or a big event that's coming up, but not the specifics about it.

Tease the event without giving away too many details. With things like, "Hey, do you like Vegas?"

You might or might not be planning to go to Las Vegas, but it's okay to use misdirection as long as you do deliver something in the end. You can't just leave her hanging and not give her something.

If you're teasing a trip, you should go on a trip, but maybe somewhere beside Las Vegas. She might be disappointed on one side, but on the other, you're going to get again the effect you want to achieve because you're creating an anticipation.

Or you ask her a question like, "What's the most expensive restaurant you've ever been to?" It creates anticipation of going to a cool restaurant.

## **Secondary concept: Balance**

Balance is keeping it fun and fair. You don't want things to ever go into un-fun territory or not-so-fun territory or overly challenging without it being fair and her having a good idea that she can still win.

With things like, ask yourself a question, "How frequently am I rewarding her? Is she going to get bored because my rewards are too easy to obtain? How fast will she max out? How fast will she reach the end of all the stuff I've got? Will she obtain some benefit from being maxed out? Will it be enough for her to continue to participate in the game?"

This is a big question here because this relates directly to marriage if you ask me because the maxing out, the most level up you think she can do is to get married to you.

I mean, that's her pinnacle, that's her goal.

But in the end, you know what, there's more to be achieved, and if you don't leave more to be achieved after that goal, you'd be shooting yourself on the foot and that's probably why so many guys struggle with their marriages.

Don't be afraid to challenge her and tease her. If everything is too easy, she might look for other games to play, and other games being other guys that have other games.

# The Ignition Code: Gamification

Challenge, obviously, we know what this is. Challenge is challenging her. Keeping her challenged.

It's keeping her feeling like she's got something to prove. It's very important and cannot be forgotten.

## **Secondary concept: Chance**

Chance is tricky. It's an honor and reward basically.

I want you to avoid them. Avoid any unearned rewards.

There should also be a reason for the reward you're giving her. It should not just happen based on probability, and ideally, each reward should move your relationship and connection forward.

## **Secondary concept: Cheating**

Oh, remember cheating in games? Cheat codes, of course.

That's what we're doing here. We're kind of giving you cheat codes on how to win this game and barely, it's not even cheat code.

You are the game master. You create the game.

You've got to think about how she could possibly cheat or exploit some kind of flaw in your design, and not just cheating on you. I'm not talking about cheating in that respect because that's not going to happen if you do this stuff effectively.

By the way, that's a side effect of knowing gamification with women is they don't cheat on you because they're too challenged by working to get you.

Some questions are:

- Are there repetitive tasks that are rewarded with no restrictions that players might try to exploit? I think those are called "grinding" in a lot of games where you can do one thing over and over and earn a lot of experience or earn a lot of gold or whatever the case may be. You've got to avoid that in your games.
- Do you have flags for unusual activity? Do you have something that you can watch for that says, "Hey, wait a minute, this chick is trying to game my system"?

# The Ignition Code: Gamification

- Do you have a penalty system? That's an important thing to ask yourself. For example, ask yourself, is she just hanging around me to get whatever reward you're giving her and not because she's invested in you?

That's important. If you'd get that idea, then you've got to stop the rewards and see, "Hey, does she still want to spend time with you?"

That's important, and if she keeps asking about the rewards more than she asks about the time she's spending with you, that's a good indicator, too.

## **Secondary concept: Collectors and hoarders**

There are a lot of these out there. Give her the chance to collect stuff, and you can define what the set is.

It has to be something from an activity that you do together. It can be stuff like ticket stubs, restaurant napkins, novelty souvenirs from places you went together.

You got to lead by example here. Collect something yourself and then share them with her, like maybe there are these cool little plastic figures you can get now from bookstores.

But I can't remember what the name of them are, but they're basically little miniature cartoon versions of characters from 80's movies, from games.

It's like pop collectibles or something like that. There's even one like a little alien from the alien movie.

They're cute. They're just really cute little figures, and you can buy a bunch of those and start giving them to her and make that a certain prize.

That's going to appeal to the collector and the hoarder in her.

## **Secondary concept: Competition**

Know her type first. Duh, it's kind of a no brainer.

Competition is fairly obvious. Make her compete, but you've got to know what kind of game player she is first.

# The Ignition Code: Gamification

She might not be as motivated to compete against other people. But get her to compete with other women and herself, compete against herself to best her own high score if you will.

## **Secondary concept: Data**

Well, of course, that's just giving her stats that tell her where she is in the game, knowing that she's accomplished these things here and there.

An example might be a level of fun during a date or during sex.

Keeping it light and fun using a scale of one to ten to score. You can say, "You know what, this night out is actually kind of an 8.5 on my scale of funness. I want us to get to 9.5 by the end. What do you think?"

Be careful, you've got to not use it to judge her, but use it to judge the event a little bit, and then give her a reason to challenge. This one also combines a challenge.

An example is the number of hours or days that you've been dating. If you've been dating for three months, that's roughly 100 days, but how much is that in hours?

They're close to 2,400, then you must say something, "Hey, you know what, we're on our 2,333<sup>rd</sup> hour of dating. Isn't that cool?"

An alternative to this is to just use of obscure numbers, "Hey, you know what, we've been dating for 20,746 hours so we should celebrate."

That 20,000 hours is actually pretty long, but you get the idea. Use data like that in a clever way to again give her an idea where she stands.

## **Secondary concept: Discovery**

Is she rewarded for finding out information about you? Can you create a challenge for her?

Special recognition for the first time discovery is a great way of doing this. She gets to beat a previous player.

An example of this will be posting about your interest on social media and then see if she brings it up on a date.

# The Ignition Code: Gamification

If she brings it up, compliment her, “Hey, you know what, no one ever paid attention to that...” whatever the hobby is before, “Hey, you know what, no one I ever dated, no chick I ever dated ever showed interest in that before.”

You can also do this to challenge her a little bit. You can say, “Hey, I bet you can’t find out from my Facebook profile my favorite movie...” or something ridiculous.

Actually, that’s pretty easy to find out, and then you can challenge her with again discovery. It works great for explorers and achievers.

## **Secondary concept: Economy**

Games have economy. There’s usually a virtual currency of some kind within the game that you used to buy things.

You can use that in the context of a relationship, kisses, hugs, affection, tangible examples like meaningless trinkets that you define, little marbles or something you both have as an inside joke that you started passing to each other.

I’ve seen this happen a lot in relationships, by the way. They use this as kind of a virtual currency.

An intangible example might be, “Hey, you know what, I owe you three kisses for making me coffee this morning. It was good.”

Some other examples are the number of dates or experiences you have, “That sex was amazing. I owe you two fancy dinners.” Be careful on doing that.

Be careful when you do attach a reward or some kind to sex because you don’t want her connecting those too much, but you get the idea.

Another example is, “Hey, you know what, I met your parents. Now, you owe me a weekend in Vegas. Come on, let’s go.”

## **Secondary concept: Engagement**

I’m not talking about the kind that leads to marriage, but it’s the kind that keeps her interested in something, that’s engagement of the variety of keeping her interest.

Find out what gets her most engaged, what gets her most interested, and then surprise her with it when she’s not expecting it.

# The Ignition Code: Gamification

Some examples might be bringing her favorite coffee to her at work or send her a cryptic message to meet you at her favorite restaurant.

She has to do this out of the blue. She cannot expect it beforehand.

That's what makes it very engaging and very interesting because it's something different. It triggers a certain part of the brain.

Engagement is something you have to watch for, look for the things that keep her interested.

## **Secondary concept: Envy**

Envy is very motivating. It's a huge motivator.

Especially for women, you've got to leverage it. Let her know about previous ex's accomplishments, but you've got to do it very subtly.

It's got to come up on conversation because you brought it up, and then of course, give her a chance to beat your ex. Now, not physically beat her, of course, but you get the idea.

Example, use your judgment here, something dirty is, "You know what, my ex used to do this thing when we were in bed together."

Again, only use this if your girl is sexual and she's comfortable with sexuality and she's not too jealous. She's always going to be jealous, but she's not going to freak out when you mention an ex.

Make sure she has a chance to get a higher score the next time. A clean version of that might be, "You know what, my ex used to cook some amazing spaghetti. I will say that about her. We didn't get along so well, but the spaghetti was incredible."

The rule here is you can never compare your ex with something your current girl just did. That is definitely uncool.

The goal is simply to let her know that you still have a good memory of your ex. That's important. She does need to hear that.

It's not really directly comparing her with your ex. It's just knowing that you have a positive memory is enough to induce envy in her.

# The Ignition Code: Gamification

She'll be like, "Oh yeah, his ex-girlfriend did that? I can totally outdo that." You would be amazed how motivating that is for a woman.

## Secondary concept: Fun

Duh, it's the concept that keeps this whole thing going. Keep the process fun.

Always be thinking that. That should be your checkpoint, is this fun?

And have a way to gauge it. Do you have fun?

Value her rank, scale from one to ten, and that will encourage her to raise the level of fun to bring it up, especially because she'll know exactly where you feel it is.

An example is to compare or rate experiences in relation to past experiences, "You know what, that was as fun as New Year's Eve, but probably a little less fun than that ski trip, you know, the one where basically lower half of the mountain had no snow."

Or, "Staying home and watching that movie was way more fun than going out to the club."

It gives her a way to compare and understand your experience. Women really do want that.

## Secondary concept: Goals

Do you know her goals? Do you know what she's working for in life, not just with you again, but in her life?

Ask her about her hobbies, her work, what she expects to accomplish in her work.

A different dynamic here, you're an outsider spectator watching her play a different game, and this encourages her to be independent and it takes the pressure off you to entertain her all the time.

That's why goals and goal setting and, of course, understanding her motivation is really important.

# The Ignition Code: Gamification

## Secondary concept: Grinding

Grinding is repeating tasks that have small incremental rewards, and you want to use this sparingly.

It has an effect in games if you've ever experienced this where you do something over and over and you get a little bit of gold like one gold or one experience point just because you're so close to getting to that next level you might as well do it just to kind of work off those last few points.

It's a repetitive task and it can also be mind-numbingly boring so you've got to use it sparingly, but it can be worth it.

Okay, join me in the next video. We're going to go through the rest of the secondary concepts from instance all the way to vanity.

Oh yes, some good stuff. Join me there.



# The Ignition Code: Gamification

## Part 6:

All right, welcome back. We're going to finish off the secondary concepts right now, so we can get into some of the other cool stuff in this program.

### **Secondary concept: Instance**

What we're going to talk about is instance. Instances are the chance for instant rewards right on the spot, and some examples of these are just surprising her with flowers because you're going over to see her, and obviously do these things in person, by the way.

You want to reward her only when you're actually physically there. Surprise her with flowers, maybe some wine or coffee in the morning.

They're kind of like gifts in a lot of ways, but it still has to be done after she did something nice for you.

It's a bit of a conditional reward, "Hey, you know what, how about doing these dishes," which is something she'll probably do anyways, "and I'll take you out for a quick drink," and she'll be more motivated.

She'll see it as a reward. She won't see the other part as being a cost at all.

### **Secondary concept: Invisibility**

Keep the game invisible to her. This is really important.

It's a concept that I really pushed and put up closer to the front because I don't want guys to skip it, but it's important.

Don't let her see that there is a game here or that you are architecting the game for her too much. She'll get the feel of it, but you never want to be too overt with it.

An example is don't mention the game or don't ever mention gamification to her, ever. Don't directly use words that imply points or rewards.

Unless you can do it very subtly, I would suggest you stay away from terms like that.

Find other words to use. I mean, you can say stuff like, "Hey, that scored points with me, or you know what, you deserve this."

# The Ignition Code: Gamification

I'm not saying reward, but I'm just saying, "Hey, you know what, you deserve this," when you give her the reward.

Be careful about the terminology you use. You don't want her to feel like you're playing her like a game.

## **Secondary concept: Leveling curve**

This is the next step up in intimacy and that next step or that next level should be a little bit harder to get to than the last. You may notice this in games.

It's especially true in roleplaying games like Dungeons & Dragons where you're next level as a fighter.

It takes longer to get to. It takes more experience points.

If it took 1,000 experience points to get Level 1, it takes 2,000 experience points to get to Level 2, and it gets harder and harder to climb the ladder.

It's supposed to be that way because that gives you more challenge. It's incrementally more difficult.

An example of this is let her know that something she did made you want to kiss her for the first time. Seduce her, but then pull back until she makes a move.

Then each step of progression in getting her either into bed or whatever part of it, it just seems like it's a little bit longer or takes a little bit more effort to get to.

That's all you're doing. That's what a leveling curve is, make the next thing just a little bit more challenging because, otherwise, it will become boring and it will just seem like the same old thing.

## **Secondary concept: Longevity**

Do you have a plan for keeping the game going while after what I call the "near horizon," which is the next week or so? Some insanely hard challenges should be put out there for her, some things that are just really ridiculously difficult, she probably will never go after, but the idea of them should be there for her in some way.

Again, give her ownership over her achievements with the things you give her, those little collectibles. Make a great example of that.

# The Ignition Code: Gamification

An example are some long-term tasks that you do together, like taking a class or learning a skill together.

I mean, it's going to be insanely hard to turn a cooking class into both of you being world-class chefs and running your own restaurant in New York City, but it's out there, isn't it, and you can mention that.

You can say, "Look, this is going to sound crazy, but imagine if we got really good at this and we could open up our own restaurant someday. Wouldn't that be freaking awesome?"

That is an example of how to use those insanely, hard challenges and how to give your game some longevity, putting things out there on the future horizon.

## **Secondary concept: Mini-games**

Mini-games are great. These are games within the game.

Thumb wrestle with her. Do little mini-games.

Play games with her. Play actual games, board games, card games, table top games.

Every so often give her wins because some girls are not as good at gaming like that as guys are. They're just not used to it, but then again some girls get really, really good at it and kick your butt, like my girlfriend does.

You've got to be able to create these little mini-games in there. They're fun just for the sake of being fun, I mean, literally using games within your game.

## **Secondary concept: Progression**

Give her stats about her progress. Let her know where she is.

I've said this before in different ways, but let her know about the time you've been together. Let her know things. There are things she knows about you that she didn't know before.

That's a great way of giving her progress, by the way. Always learning new things about you motivates women in a lot of different ways.

# The Ignition Code: Gamification

You can say, “Hey, you know what, I probably never told you this story before, but let me tell you about the time I...” whatever, and give her some insight into your character and who you are.

## **Secondary concept: Punishment**

You should avoid overt punishment. This is where a lot of video games can go wrong, and it's also where games with women can go wrong if you start to put too many penalties or harsh penalties in your game.

You really only need to withdraw the reward and approval, that's punishment enough. When you don't give her the good stuff, that feels like punishment.

I'll give you an example of this. If she dresses up for a date, you take her somewhere nice.

If she doesn't use or wear a makeup or doesn't put a lot of effort in for the date, take her someplace really simple, “Okay, we're going to Wendy's tonight or we're going to McDonald's.”

If she asked why, just say, “Oh, you know what, I get the impression you're probably not feeling motivated to go anyplace really great, so let's just take it easy tonight. We'll take it more relaxed.”

Let her get the hint. Don't say it overtly.

## **Secondary concept: Decay**

Use decay in your game so that players must return or they begin to lose something. This is a gaming concept that is very, very important because they know they've got to get you to come back and play again.

After you turn off the console, because eventually you'd do, you can't sit there in that chair forever, they want you to come back. How can they do that?

Well, guess what, you're losing points in time while that game sits idle, so you've got to come back. Some of them actually use time-based rewards that will expire if you don't come back, so that's another way of doing it.

But use something so that she begins to lose something if she doesn't see you again.

# The Ignition Code: Gamification

You can work this in subtly in your game, and it's very effective that, you know what, if she doesn't see you this week, maybe you don't give her one of those cool little figurines, those little pop-art figurine thing or something like that.

That's the way to use decay. You want to give her something motivating her to constantly want to see you.

## **Secondary concept: Rewards**

Rewards, it's obviously what they are, but ask yourself, "Does she really care about the reward?" Don't just buy her gifts.

Have intangible or experiential rewards too, with things that she likes to do.

Maybe she likes to go a pedicure every couple of weeks. Don't buy her a gift, buy her a pedicure.

It's an experience, and she does come away with some cool looking nails and her toes look great and awesome and sexy, but at the same time, that's really motivating to a woman and she's going to have to go back and do it again anyways, so those are great.

That's also an example of decay because that gift or that particular pedicure is not going to last forever.

## **Secondary concept: Risks**

Everything has to have an element of risk to keep her engaged. There has to be something at stake.

It's like gambling. Gambling wouldn't have any thrill to it if you weren't winning or losing money.

Some examples of this are for you, if she doesn't come with you, you might mingle with other girls.

That's an implied kind of risk to her, that's why she has to decide, "Hey, if I don't go out with him tonight, well, maybe he's going to a place where there are other girls there and he might meet somebody else."

Or if she doesn't do something for your birthday, your friends are going to take you out to a strip club and you can offer it up and say, "Hey, you know what, let me know what

# The Ignition Code: Gamification

you have planned because that Saturday on my birthday, my friends are planning to take me out to a strip joint down the city, but I would much rather be hanging out with you, so let me know what you're up to."

Do you think that's motivating? Damn straight it is. There's risk there.

## Secondary concept: Rules

You must have a list of your rules for women. This is just something I've taught from Day 1 to my men, to the guys I coach.

You have to have a list of rules, and don't over overtly share those rules with her.

The way I usually do is I let her know when she's broken one of them. One them is using the phrase "shut up."

That's just a no-no in every relationship I've ever had and it's actually taught to me from a previous girlfriend.

That rule is you never say "shut up," I mean, especially when you're joking, even then.

Obviously, it's for the mean intent of it, "Oh, just shut up," that's worse.

But if you're using it jokingly like, "Oh, shut up," no, I don't like that either because it's disrespectful to me and I don't like that, and it can very easily go into disrespectful territory.

So it's a boundary I draw, and I draw that line very, very clearly in the sand, and when she breaks it, I let her know, "Ah, sorry, that's a rule of mine I got to let you know about," and you can be gentle on her the first time.

But she's got to understand that it's non-negotiable and she has to treat that rule with respect as well.

If she makes fun of the rule or jokes about it, you need to do some serious consideration, "Is this chick really somebody I want to hang with?" You really ought to consider that.

# The Ignition Code: Gamification

## Secondary concept: Status

Everybody wants some form of status recognition, and usually it's done through relationship status milestones. I'll give you some examples here, anniversary dinners.

We're all used to that status milestone.

You don't have to make a big deal out of it, but you can say, "You know what, we've been together for three months," during the meal. It can be one opportunity you can tell her, "Hey, I've got some special plan. Come on out with me. We're going to go to this place I know."

It could even be something subtle like a really good burger joint or a high class burger joint that's not a super expensive meal, but it still has a certain quality to it that makes it stand out from just taking her to McDonald's.

Then you say in the middle of it, "Hey, I thought I'd treat to this. It's an awesome burger, and I just wanted to let you know it's cool. We've been together for three months. High five!"

Let her know during the meal. Don't tell her beforehand.

Another example is to tell other people. Status, give her status with other people.

This is the one she's looking for. Refer to her as girlfriend to other people.

Ah, do you see what she's looking for? That's a huge one for her, especially if you know she wants to see it.

If she's ever introduced you as her boyfriend and you still haven't done it, oh, she's dying to hear that one. There are lots of ways to confer and give status.

## Secondary concept: Story

Give your romance a story that she can relate to and remember.

You can point out key events and you can define for her as part of your story, "Hey, remember the chapter of our getting together back when we first met? Remember that time we went to that haunted house on Halloween and did that little flashlight tour?"

Those key events will help define your relationship. They give her little milestones, little bookmarks in her little Kindle of love, if you will.

# The Ignition Code: Gamification

God, that's horrible, horrible metaphor.

Example, you can draw parallels between your relationship and a fictional one from a movie. This is a really good way to do it, by the way.

Remind her of your first date, how you met or things like that. There are all kinds of ways you can do this kind of story.

Basically, if you've ever seen any story boarding and how they do this for movies where they take a card and they put a particular scene or small illustration of it on that card and that's a particular event in the movie.

Well, you want to do that within your relationship. Point out those story points.

## **Secondary concept: Surprise**

Surprise! Always have an added element of unpredictability.

It always keeps her on her toes and you always need to, so don't repeat the same rewards, bonuses and challenges too often or else they start to lose their value

An example would be to alternate. Alternate between tangible rewards and experiential ones, like the pedicure example I gave you and the little figurines you give her or the little bracelets, the little plastic ones you get out of the vending machines.

Alternate between those so that she never really knows what's going to happen. Keep the unpredictability in there.

This is really important. It gives her a reason to stay engaged in the game.

## **Secondary concept: Vanity**

Lastly, it's vanity. Give her a way to see that she's got social recognition from you and you do this best with things like Facebook posts and Twitter.

Some examples are, use an inside joke to comment on her Facebook post. Post a picture of you and her doing something together.

Message her directly using one of those sites that you know she's on.



# The Ignition Code: Gamification

Again, we're leveraging the social media to do it, but there's plenty of other ways to do it. Never underestimate the power of vanity, especially with a woman.

It probably sounds like a cliché at this point to say even that, but it is so important, but she wants to be important and famous in her own way.

Everybody has this now, especially in this age of social media, so give it to her. Use the particular mechanism she uses, whether it's Facebook, whether it's Twitter, whether it's Instagram, whatever it is, and then give her that little famous boost she needs to feel good.

## Secondary concept: Design

Now, lastly, I want to talk about design. What are the design elements?

Well, you, the game master will know how to create fun and rewarding gamified experiences anywhere possible.

You are the game master so remember you are the person designing the game. This is the cool part about your role, you own it.

So some questions you've got to ask about your game are:

- What are your goals?
- What is your motivation for this whole thing? Are you just looking to get laid? Are you trying to find a girlfriend? What is it you're trying to go for here?
- And from the player point of view, how does it benefit her? Is she going to enjoy it?

These are questions they ask about real games that you have to ask about your particular romance game.

What are your goals for it? Where are you going with this thing?

What is your motivation for it? Why are you doing it?

Is it because you're just doing feel whole because you don't have a girl in your life?

Well, there's probably a better game you should be playing, and I can point you towards those games of increasing your self-worth and your self-esteem, but again, from your point of view and from her point of view, how is it going to benefit her.

Remember, this is a win-win game. I don't teach manipulative tricks.

# The Ignition Code: Gamification

I teach you the stuff that gets you the win on both sides. It makes sure she enjoys it.

It makes sure you both are getting something from it. That's why design is so important.

So the rest of the program is going to be using techniques through the cellphone, and I want you to keep that in mind as we go through the rest of the program because the cellphone is the fastest and easiest channel into her impulsive zone, into this ignition zone in her brain that makes her both sexually activated towards you and sexually desiring you and it stimulates addiction.

Because she already uses her phone habitually and you're just tapping into an existing habit, it's such an easy way to get in, and that's what I discovered when I found out the true of this as a mechanism for both creating addiction and just being a shortcut past her gatekeeper, past all her shields, past all her bullshit, the cellphone is the way to get in there.

It doesn't matter what form this technology takes in the future, it's always going to be something like that, she's going to have a personal communication device she uses as her connection gadget if you will.

That's really what this is, the cellphone is a connection gadget that both enables and can disable you with a swipe of a finger, and I'm going to show you how to get in and stay in with any woman you want.

So there you go, those are all principles of gamification you need to know not only for gaming, but for obviously the game of romance, love, sex and all that good stuff, and now we're going to take that into the real world.

We're going to take this and use it for texting, use it for messaging, using it for every aspect of her cellphone to get your success.

Now, in the next section, I'm going to cover mind control principles. These are things that are kind of outside the subject of gamification.

You're welcome to go into it. It's a bonus in this program because I want you to understand mind control principles and how they work, but it's not necessary in order for you to dig in to the rest of the content.

So you may want to skip that and go straight into the second section. We're going to the Getting Started section and the steps for using her cellphone and getting her addicted.

So you can safely skip for now those mind control principles, but definitely come back to them because you're going to be able to use those in the techniques I show you.

# The Ignition Code: Mind Control

## Part 1:

Hey, this is Carlos, welcome to the program. What we are going to talk about here are some of the specifics behind the mind control principles.

Now, I hesitated to go into this section right off the bat because I don't want you thinking that what I'm teaching is about hypnotizing women. That's really not it's about.

What we really have are two agendas that are working against each other. The women have their own agendas, and, of course, the guys have theirs.

Now, it's not that we're working at cross-purposes, we are actually aiming generally towards the same goal, and that is getting together.

I mean, we do want that, but there are certain games, certain social mechanisms that are put in the path, if you will, that slow as down. For the most part, we just don't need them there.

So that's why, I created this program to help you work past that, to help you get to the goal, which is to get with her, and to stop her from getting in the way of that, because she wants us, too, but she's got natural mechanisms that do counter you.

This is not about making her doing anything against her will. It is making her understand that you are not a threat and that you are something good to bring into her life.

That's really what it's about when it comes right down to most of the games that men and women play with each other, whether it is texting, whether it's dating, all of this stuff.

It's a supply demand situation that needs to be, well, for lack of a better word, resolved.

So, let's talk about mind control a little bit because it does kind of evoke some very powerful images in your mind.

# The Ignition Code: Mind Control

It's also a very important thing to understand exactly why these principles work, and what the rest of the program is based on.

Now, you know I'm not going to mention specifics of the stages or the three different stages. You're going to know what they are, the three different stages of the actual code that this program is built on and the foundation of it.

It's very obvious where you are in the process. What we've done is really broken it down into the fundamentals parts that allow you to learn it really quickly and get success really quickly, whether it's texting, whether it's using Tinder, whether it's email, whether it's calling her, whatever it may be, your phone game is going to be top notch.

That's all there is to it.

Mind control itself is really about what are the principles, what are the scientific principles this is all built on, and how could you recognize them so you know what you're using and when you are using it, and even beyond that, how to basically create your own if you needed to.

So let's get right into it with, first of all, is it real. Is mind control real.

Well, there are questions that you've got to ask yourself. First of all, do you ever find yourself helping other people even if you don't want to?

I find myself doing that, haven't you? And like we feel manipulated when somebody approaches you on the street for a survey or somebody tries to sell you something door to door.

You find yourself sometimes doing things for other people, hopefully good things, even when you don't want to.

# The Ignition Code: Mind Control

Have you been feeling guilty when you tell other people no? Do your friends guilt trip you into doing things you just don't want to do?

Are you tired of feeling like somebody else is pulling the strings? And are you tired of being a victim?

Because these are the principal questions that we need to answer before we get into a whole topic of what mind control is, what it is, and what is this program going to do for you, and how do we break through the shields and barriers that women have in front of them.

Ask yourself these questions because these questions will kind of bring it around to, well, the controversy of mind control, of course, but really, answering for yourself so you are not constantly, ambivalently going back and forth about, *"Oh, I shouldn't do this. Oh, I should, but no, I can't do that. No."*

Now, you're going back and forth, back and forth, and back and forth. I often talk about the story of the first book I got that talked about these principles of seduction, and I read the book and I was like, *"Oh, this is wrong, this is wrong."*

I actually threw the book out and threw it in the garbage, and I went back and pulled it back out. I cleaned the spaghetti off of it, and I kept it, and I kept reading it, but I still kept going back and forth for many, many years over whether or not it was ethical to use these principles.

What I finally figured out was, dude, anything you do that gets the goal without hurting her, without doing anything deceptive or manipulative or wrong is fine.

Just keep those rules in mind. We're not here doing evil, but we're doing good.

All of these things really answer the question of whether or not you've been mind-controlled.

# The Ignition Code: Mind Control

Have you ever found yourself helping other people when you don't want to? Somebody used a mind control trick of some kind on you.

If you feel guilty about something, guilt is a mind-control tactic. If your friends guilt trip you into doing things and you do them, you've been manipulated.

You've been mind-controlled. If you feel like somebody else is pulling your strings and you're feeling like you're not in control, and if you are tired of being that victim, well, now is the time to learn, at the very least, how this stuff works.

It's controversial. I'm not suggesting that you are going to hypnotize or make women do anything against her will.

People think of CIA and police interrogators in interrogations as well as that whole Big Brother concept, and it can be used for good and for bad. It literally can go on both directions, good or bad.

There are victims and there are predators out there, and what we have to do is keep in mind how we use it, and to use it ethically and for the right purposes. That's why I make very sure that if there are any complaints about the use of the stuff that I teach, I investigate it.

I find out what's going on because there is a lot of power here. That's Spiderman saying, "*With great power comes great responsibility.*"

So is mind control.

Mind control is deception, manipulation and persuasion. Now, persuasion and influence, I kind of lump influence in there, at that particular stage is what I call the altruistic or the good part of mind control.

# The Ignition Code: Mind Control

The deception, no, we are not doing any of that here. We are not deceiving, purposely deceiving anyways.

We are not manipulating. Manipulation is considered hypnosis, subconscious stuff like a certain subliminal things that you can get hold of.

There are cults that will use manipulative mind control, and they are very devious and deceptive in how they use it.

There is thought control, which leads to submission. It's basically breaking down a person's resistance until they submit to you, and they do have it through manipulative methods.

Persuasion is, like I said, influence, and it is the healthy side of mind control that we are going to be using here. The goal that you need to remember is that we are changing beliefs, changing behaviors and gaining power over them, not over people, over those.

It's kind of a little Jedi mind trick. We are exercising ourselves to get to a point where we have certain amount of mental domination.

Yeah, we are going to make them do what we say, but it is only because we know what they really want, and we are actually going in the same direction. It's a win-win.

This is not about making somebody do something they don't want to, which, by the way, is actually impossible to do. You can't make somebody do something they don't want to do.

You can, however, manipulate them by giving them false information to get them to do something you want to do, but they still wanted to do whatever it is they were doing.

Really, the only situation where you could make somebody do something they don't want to do is by pointing a gun to their heads, and that's not what we are talking about here at all.

# The Ignition Code: Mind Control

So when we are talking about changing beliefs, this is important because if you can do it for yourself, by the way, that is an incredible step towards self-mastery.

With changing behaviors, it's the same thing, it's self-mastery, because the beliefs precede the behaviors, and of course, gaining power over them so that we can do whatever we want with them.

What is the true power? True power here is really control over yourself.

When we talk about mind control, we are really talking about control over yourself. We're talking about the ability to overcome limitations, overcome negative emotions, negative thinking, self-sabotage.

We are talking about getting rid of bad habits and beliefs, which leads to, of course, you leveling up and upgrading yourself. We're increasing your capacity, whether it is your memory like your adding memory to a computer or it's the improving your ability to handle certain social situations.

Your capacity is not just what you throw into an empty container. It's really your capacity to respond differently and change your world, and, of course, the ability to achieve based on all that.

So yes, it does really exist, and it exists in many forms. What are the some of the forms. One of the most insidious is, of course, peer pressure, and I'm sure you are familiar with that.

Everybody goes through it in high school or grade school or any number of social situations where peer pressure becomes an overriding factor. That's basically your friends saying, "Hey, it's cool if you do this."



# The Ignition Code: Mind Control

There is parental authority where they just tell us what to do and, whether we like to admit it or not, that is mind control. They know that they have a certain amount of authority over you because they raised you.

They brought you up in, hopefully, a certain structured home setting. It doesn't always turn out that it's healthy, but the parental authority is a form of mind control.

There are symbols and rituals. That is another form of mind control, if you think about it. Think about how many things are done in our world just to satisfy a symbol.

Think about it. What I'm talking about is primarily religion, but I'm sure you've seen others too where symbols have become a powerful form of almost worship.

Even in the military, symbols are more than symbolic. They have concrete meaning.

If you want to think of a great symbol, think of the bell in the Navy SEAL's training. If you've ever seen any of the movies dealing with the Navy SEAL's training, you're maybe familiar with the bell.

The bell is there primarily for guys who are going to the really crushing, horrible training that they go through at the start. If they feel like it's too much, they go ring the bell and they are out.

But that bell becomes the symbol of failure, and they hate to see other guys fail, but that's what it means. It's not just a bell you are ringing, you're just saying, "*Hey, look, I couldn't cut it. I'm out in here.*"

So symbols have an incredible amount of power.

There is also coercion. Coercion is, of course, supposedly forcing somebody to do something against their will.

# The Ignition Code: Mind Control

But again, as I told you, there is really no such thing as doing something against your will with the exception of just threatening your life outright.

Everything else comes from a decision you make, and even that, on a certain level, is a decision to trade something for something else, “I’m trading my life for whatever it is you want me to do.”

Mind games, which is a more likely one that exists within dating and within dealing with women. This is why I want you to recognize those things.

I do have a program by the way that covers all of these called Power Social Skills. You should take a look at that.

It covers all the social games, all the gaming that happens between people in relationships.

There’s social pressure. You may feel social pressure when you are compelled to go along with the group.

It’s another form of peer pressure in some ways, but social pressure is a very real social construct, and it affects how we react.

There are also basic human responses. We have certain responses built into us, and a lot of people don’t want to admit these exist, but they do, and if you don’t know they exist, and if you don’t admit they exist, that makes you much more vulnerable to other people controlling you.

So we fear it and we look away, yet everybody wants this power, don’t we?

The whole mind control thing, we look at it with abject disdain and judgment and, “Oh, how horrible of you to use this thing,” and in some cases, it is horrible.

# The Ignition Code: Mind Control

But at another level, every single one of us wants that ability, that power to bend other people to our will. There are power-hungry people.

There are control freaks out there that will use it, and that is why it is even more important for healthy people to take control of it and use it to balance out this unhealthy element.

The base emotion here that we are talking about is fear.

Fear is the essence of all mind control and of all manipulations, and really of all decisions that you really make. They almost all come from fear.

Now, you can hear a lot of semantics about, "Oh no, it's not really always fear, sometimes it comes from love," and things like that, but you know what, sometimes that fear is still driving that because it is a fear of loss of the love, which is another fear.

So the fear is in our core, the most basic of emotion. So we fear of losing things, and that loss means a fear of pain that we would incur by losing that, and then that pain sometimes becomes a fear of fear itself.

You're afraid to feel fear, and so we avoid situations that make us feel afraid.

One of those would be a situation where a guy has to go up and talk to women. Guys will literally do things to avoid those situations simply to avoid that from coming up, and ultimately, it comes down to, many psychologists believe anyways, that all of our fears really come down to our fear of death.

Ultimately, we're going to die. We're all going to die.

No matter what, we're going to find out what's beyond that great barrier. It's for everyone with no exceptions.

There are no immortals among us, I'm sorry to tell you supernatural people out there.

# The Ignition Code: Mind Control

There is none of that. We all die.

So now, what would you do with that knowledge? Do you want to fear it, or do you want to make death work for you?

Do you want that feeling that's helping you to live a more beautiful and an essential life really? What decision I came to is to keep fearing death, or I could start feeling alive, and I made that decision.

The fear of death, I know he is there. We all fear death no matter what, but he is behind me, just behind me a little bit, walking just behind me.

Every so often, he taps me in the shoulder with a scythe and he says, "*Hey, dude, remember, you're going to die. Get moving,*" and it kicks my ass in gear. So fear of death is actually my friend, not my enemy.

Of course, it exists and yet the media and advertisers do it to us every single day. Sales in advertising is the gateway to this field really. Politicians are experts at mind control.

I encourage you to watch a program called *Century of the Self*. It's available on YouTube.

It's on multiple parts. I think it's three or four parts and what it highlights is how we got to where we are right now, at least in the American society with our consumerism, with advertising and how everything got to be really where it is in this consumer's capitalist culture of ours.

It's an excellent analysis of it. It's I think a British show from the 90's maybe, I'm not exactly sure when it was made, but it is fantastic and it starts all the way back with one psychologist who was brought in to manipulate our reality and to control our minds.

It's fascinating. It's all true.

# The Ignition Code: Mind Control

So what are the five forms of mind control you encounter every day? Well, I'm going to give you a couple of examples here.

First of all, the color of a pill will make you think it works. Sleeping pills were tested and it's found to be more effective if they were colored blue.

Kind of weird, huh? But that's what it was, they actually tried pink, they tried other colors, and the one that worked the best was if the sleeping pill was colored blue, because we associate that color with peace and rest, and whatever.

It's kind of a baby pastel blue, but the color of a pill will actually make you think it works better. That's a form of mind control. I hate to tell you that because it's playing on a bias that we already have.

Priming is another form of mind control. If you've ever walked into a grocery store, what's the first thing you see?

Flowers, do you wonder why the hell they put flowers there? I mean, so few people go into a store or grocery store to buy flowers.

Very few people do. Except for those one-off holidays, like Mother's Day and things like that.

Flowers are put there because they imply freshness. They're priming your thought process to think, "Oh, flowers, fresh, alive," and that makes you think about everything in the store as being fresh and now.

So keep that in mind next time you walk into Safeway or whatever your local grocery store is. The reason those flowers are there is to make you think everything in the store is fresh.

# The Ignition Code: Mind Control

Another way is through phrasing. They found that when you use the word “government” in almost any phrase, it led to more people rejecting or refusing whatever it is you said after it.

If it came as help or if it came as an offering of help or anything having to do with the government or had her mention of the word “government,” people instinctively and impulsively just refuse it. Interesting, isn’t it?

So they have to find different ways of communicate the same concept without using that word, because we don’t trust our government at our core.

Another one is really interesting is that we tend to bond with people that we sing with. This is really weird when you think about it, but it’s true. If we sing along with other people, we tend to bond with them.

Isn’t it interesting that we sing the national anthem before every sporting event. It’s not just a tool for national pride.

It’s a tool to bond you with the other people in that audience, to make you feel a part of a giant hole. It’s interesting.

Cars have facial expressions. Crazy, isn’t it?

But it is true, if you look at the fronts of cars, they were designed to look like they had facial expressions. The two headlights are the two eyes.

The grill is the nose and/or mouth, any kind of cowling or anything like that, it’s all designed to make it look like a human face, which made the animator’s job at Pixar probably a lot easier when it came time to make the movie *Cars*, because they already do have a certain amount of personification by virtue of looking like they have a face. So you can see that it is there.

# The Ignition Code: Mind Control

Media and advertisers do it to us every day. Government experiments have been held actually in mind control.

They have done everything from what they call brain washing, extreme psychological techniques to change the way you think. Maybe there are drugs.

There is the MKUltra plan, which used all Ultra project, which was a project to test mind control and that sort of thing for soldiers in the military, which used drugs and many other things.

The sensory deprivation, you may have seen the movie *Altered States* where a guy basically floats in this salinated water in this tank. He was deprived of sight, sound, feeling, really everything, and when you go into that state, it's a very unique meditative state.

It's like you are floating in space. Some people claim to have out of body experiences there.

They've done experiments on this, and then they have done psychological brute force experiments, torture, things that are really horrible to make people submit to another person's will.

Now, three uses of mind control. You can use it to influence other people, which is what we're going to talk about here today.

You can use it to influence yourself. We could also be talking about a little bit here and there.

But also to avoid being manipulated yourself, you want to be able to recognize mind control when it's being used on you. That's probably the number one reason to have a program like this.

# The Ignition Code: Mind Control

It's also for reading people. It's the ability to read people and understand them.

It is not necessarily an intrusive or penetrative skill. It is something that you can use to read other people and understand them better.

We're going to call this "Not Mind Control", we're going to call this "Influence" from now on to really, I think, highlight the correct use of what we are talking about in this program.

Okay, join me in the next section. We're going into the Addiction Principle.



# The Ignition Code: Mind Control

## Part 2:

Okay, let's talk about addiction principle next, what is the addiction principle? Well, we're going into topics in here that deal with addiction as a form of "mind control." It's not really mind control, it is influence.

Sorry, I keep saying that. You know what, let's go back here and let's change this to influence for the rest of our discussion, because that is really more accurate.

I think the other word has too much negative connotation to work with.

So we are talking about the addiction principle because we're trying to get women literally addicted to us on some level. The addiction is a positive one because it's healthy, it's emotional, it's supportive one, it's a loving one, and it comes from love.

It doesn't come from hate, it doesn't come from fear, and that's where the positive use of addiction is very vital. I'm going to talk about this because whether you like it or not, you are addicted to certain things in your life.

You may have used the word a little too much to describe a lot of things that you aren't addicted to, but the reality, it is there. You become addicted to things, even positive things, including love, and basically being with women and sex.

It's all an addiction in some form because our brains become chemically accustomed to the experience, and I'm going to talk about that in a bit.

So what are filters? Let's talk about filters first.

Why does she get addicted to a phone and why are we using that channel to reach her?

Well, phones reach us on a different channel, so to speak.

# The Ignition Code: Mind Control

It's a communication channel, but different. We are looking at a device which is a stand in or a replacement, if you will, for the other person, so we are getting certain form of communication that isn't real communication.

It's virtual communication.

We don't have the same filters. Men and women don't the same filters, but we also don't have the same filters as our phones even have.

Now, these filters are the way we look at life, the way we look at other people, and the way we look at our communication.

Because we look at communication differently in what and how it means to us. So if you look at a text, you're looking at that and trying to interpret from it.

You're trying to put emotion into it. You are trying to imagine what the other person is thinking and you're kind of doing a little bit of interpretation and mental gaming to create that image in your head.

I mean, all you're getting are words which you're reading and then you try and translate it into that person saying it or thinking it, or however they came up with it, and it all ties together. You have to try and create this virtual stand-in.

It's like a cardboard or a mannequin, like the mannequins of old that they put clothes on at the store. They are not real.

They're not meant to be real on a lot of cases, but we have to take them for what they are.

So we look at communication differently, and it's the same thing with women, they look at things differently.

# The Ignition Code: Mind Control

So we have to look at it like she looks at it, what's her view of a text? Texting is fluff. It's almost not real to her on a certain level. She doesn't even look at text as being valuable.

It's just like fluffy communication, like cotton candy thrown in her face by the wind. It's just not real stuff.

Whereas you, the man, initiating and trying to get, let's face it, trying to get laid, you're looking at it as much more important. It's not just fluff to you.

It's a vital communication. You're trying to figure out how to use it to get into her pants. So recognize that her view of it is not the same as yours.

It's not to create an unhealthy addiction. That's not what we are talking about here.

This is about creating a habit that is win-win. You get her affection and love, she gets yours in return, and that's what makes this a positive experience.

It's not a negative addiction.

Now, there is a variety of effects that create the addiction. The first is called the schedule reinforcement.

These are things that we're going to be using throughout the program, by the way. Some of them you'll notice up front. Some of them you won't until much later on.

I won't go into details explaining each one because this program would be just at a ridiculous length.

So I'm going to do my best to give you what you need. Just give you the texts you want, and then you use them and then you'll understand how this factor into them.

# The Ignition Code: Mind Control

## Schedule reinforcement

They are learned basically habitual behaviors. We learn things by being reinforced when we do things.

So you are rewarded when you are a kid when you got up and tried to walk and your parents went, "Oh, that's so great. You're almost walking." You got a little reward for it.

I mean, you have to overcome all those negatives about trying to learn how to walk.

You fall on your face. You fall into the coffee table.

All these horrible things happened to you just to walk. It's easy for a kid to go, "Ah, screw it. I'll just crawl. It's easier."

But you can't, you've got to get up and walk.

The same thing happens to us as adults. We have learned habitual behaviors, and there are two fundamentals for schedule reinforcement, and that is repetition and reward, how frequently you get a reward, and the reward itself.

What is the reward? They do experiments where they give animals little snacks and treats and the frequency that they do it actually becomes a schedule of reinforcement.

Now, what are those little treats and what are those little things do, because we're talking about this in terms of text? Certain texts you send will have the effect of being a treat.

Well, you don't want to send them too frequently, and you do you want them to be variable, and we will cover that in this program as well.

# The Ignition Code: Mind Control

Dopamine is released. I've talked about this in my initial presentation about this program that dopamine is released in your brain.

Your brain chemistry is such that you have certain chemicals that are released that make you feel good.

The brain does this automatically to help you acquire new behaviors, to just basically work better and more efficiently. D-loops are something that happen to us when we get into a reinforcement loop.

This is what happens when she answers a text from you that's fun and funny. She's going to answer that, and she's going to expect another one in return. She's going to expect a treat.

The frequency and the intensity of that treat is going to determine whether or not she gets in a D-loop or she gets a little dopamine released in her brain, and that dopamine makes her want it more and then she goes and does it, and then she gets some more, and then it becomes this loop that creates addiction. That's what a dopamine released is.

The cognitive distortions factor that creates our addiction is our flawed thinking. We have flawed thinking.

We tend to look at things just wrong. As human beings, we don't really understand the world as much as we would like to think we do, and these things are called cognitive distortions.

Cognitive distortions are simply the ways that we misinterpret our world.

There is list of them out there. You can Google it, if you like. I will give you a quick example so you understand my point.

# The Ignition Code: Mind Control

What's a good cognitive distortion? I always fail when I try to do something new, so therefore I fail at everything I try.

That's kind of black and white or polarized thinking. That's when you're thinking absolutes that if you fail at one thing, you are going to fail at everything, and yet we fall into this one all the time.

You add into that or you layer on top a little layer of frosting that says, "I must be a complete loser and a failure," and you've got the seeds of over-generalization which is taking a failure of one task and generalizing it to your identity and turning it into a life that is just stunted and horrible.

Cognitive distortions are at the core of what many of the cognitive behavioral and other kinds of therapists try and help a person to learn to change in their psychotherapy. They call it Stinking Thinking, and that's what we're going to get past here as well.

So there are all kinds of cognitive distortion. There's filtering. There's polarized thinking, the example I just gave you.

There's over-generalization. There's jumping to conclusions.

There's catastrophizing where everything gets blown up into a horrible tragedy, or personalization.

There's control fallacies, fallacies of fairness, blaming, should or shouldn't, emotional reasoning. All these things factor into how we think.

If you want to learn to understand them more, I do cover them again in my Power Social Skills Program.

What is the "near miss" law? This is the very important addiction principle that we're going to use in some of our texting and some of our patterns.

# The Ignition Code: Mind Control

When you play a slot machine and you get three out of four cherries on it, it feels like you almost won, even though you completely did not win. There's only one win, and that's all cherries..

Everything else is not a win. Some of them pay a little bit, that's true, but for the most part, these three out of four cherries, they make those slot machines show you that situation much more frequently than it actually would normally happen, and the reason being is because it makes you feel like, "Oh, that was a close one. If I just try again, I'll just get it this time."

That is a function of a rational cognitive distortion right there where think that because you almost got it once, that means you're due to get it.

It's going to happen for you because you almost did it once. Nope, because it's not a game of skill, but it's a game of luck, and that's the difference.

That's the gambler's fallacy. Let me ask you a question, if you flip a coin one hundred times and it comes up heads every single time, what is the chance that the next toss is going to come up heads?

Do you know what the probability is? It's a one in a hundred.

It's a one in a thousand. It is 50/50.

A run of one event tends to make people think that the other outcome is going to be due next. This is the gambler's fallacy.

Every time I flip a coin, it's always 50/50. There is a 50% chance it's going to be a tail and 50% chance I'm going to get heads.

Now, if you're to ask me, "Carlos, what's the chance that I am going to flip it a hundred times and get heads every single time?" That's a different probability.

# The Ignition Code: Mind Control

That's factor of 100 times, that 50/50 chance of coming up. That's a different question.

What I'm saying is if I flip the coin and I got heads every time, what's that next time going to look like, and that's where we make a cognitive distortion. Gamblers confuse chance with skill, and that's their big downfall and it tends to lead to what they call magic of thinking.

These are false beliefs about luck, skill and the odds of winning and they tend to throw us into some pretty nasty spirals.

The addiction principle also affects impulse control. Sometimes there's part of the brain called the insula center of brain. It's involved in our cravings and things like that.

If it's damaged there, we can sometimes lose our impulse control and we fall victim to these addictions, so that can be a physiological problem.

There's a place called the "zone," and this is very important to this program, so I want you to pay attention here. There's a zone, and what women do when they play slot machines, because women are the primary users of slot machines in most casinos in Vegas and other places, they are geared towards women.

Guess what, 70%, I think it's between 70% and 80% now of all casino profits are on the slot machines, because what happens is the person playing the slot machine get into the zone.

What is this zone? It's a rhythmic, mindless, numbing zone where they are putting money in and they are just hitting that button and watching those things turn.

Women don't care about winning when they are playing these games. Your cares fade, the game takes you over and it possesses you.



# The Ignition Code: Mind Control

Continuing playing is the goal for slot machines, not winning. Kind of crazy, huh? Because winning actually interrupts the zone that women get into. It's about continuing to play.

That's the goal of slot machines, and that's the goal we're searching for here with this code, this particular way of using a cellphone to get into that zone with her.

So the zone is a particular psychological state that we're going to try and get into. I hesitate to say that it's like a hypnotic state or hypnotic trance because that's not really what it is.

It's just a calm, care-free zone where you can forget about your troubles and just go there and zone out. You've heard term zoning out.

## The progression

Here's the progression. What we are going to do is we're going through three different steps here primarily with almost all of the stuff I am going to show you.

Number one, you're going to soften the attitudes, and this is kind of automatically done by our culture if you look at it, our attitude toward sex, our attitude towards violence and drinking, all of this stuff has been softened down, so our attitudes are lowered on many levels.

Now, what you do is you throw in a permissive environment. Now, we got on environment where something can happen, anything can happen, and then what we do is we enable the D-loop, dopamine.

We're going to get them looping in that so that they get more dopamine so they want more and then they get want more dopamine and they get more and blah, blah, blah.

# The Ignition Code: Mind Control

Dopamine is self-reinforcing. It's like a perpetual motion machine in your brain. Once you get it started, it builds like a snowball. That's what the progression is when we are talking about it here in this program.

So we are focusing on enabling the D-loop with most of this stuff. What is the D-loop? Again, just before we try an activity that has potential value to us, we get a quick flood of dopamine.

If you go on google and search something right now and you get a result that you want, you get a little shot of dopamine.

Your brain says, "Oh, that was good. Here, have some." Then it goes right into the brain's learning centers.

Basically, the brain is saying, "Get ready. This could be good." If it does turn out to be good, you get more dopamine, which makes you want more, which makes you want more dopamine, blah, blah, blah.

It's a self-reinforcing cycle and it acts just like that slot machine I was telling you about. It gives you random reinforcement, so you'll never know when it's going to actually pay.

It's entertaining on a certain level, and it creates a reality bubble.

That's what you're doing. You're going to act like a slot machine to her. Her phone is going to basically be a slot machine.

She's going to push those buttons because she is hoping for the payoff. She's hoping for the jackpot to hit, and if you do it correctly, you can give her that jackpot.

Give her the randomness, keep it entertaining and keep her in a reality bubble where she's in the zone with her phone.

# The Ignition Code: Mind Control

And of course, avoid the dangerous.

This is what the addiction principle also helps us to do. We want to avoid the dangerous women out there, and there are a lot of dangerous women.

Let me go through them really briefly here. This is a total topic for another program, but I wanted to cover it briefly.

The women that tend to become addicted really quickly can sometimes come with baggage, and I'm sure you've experienced something like that or talked to a woman like that.

There are innate genetic and brain-based problems with people like this. Sometimes it's tied to hyperactivity, impulsiveness.

Some women have a criminal streak. I dated a girl that admitted doing some criminal activity, and I'm like, "You know, I wish I could find this cool and sexy, but I don't," and I had to get out of that relationship.

Substance abuse is another thing to look out for. Compulsive or OCD-type disorders, look for those where she can't seem to help herself.

Sometimes these women are suicidal. It gets that freaky with them.

Until they can get medication or some kind of help, they can be a very difficult kind of person to deal with. So look for these signals that will tell you if a woman is possibly dangerous, because you will be enabling a lot of things in her brain she may not have experienced before.

# The Ignition Code: Mind Control

All right, join me in the next section. We're going to talk about basics of influence. We'll move on to power scaling, the techniques and some other resources.

# The Ignition Code: Mind Control

## Part 3:

All right, so now we're on basics of influence. What you want to do, and I'm going to give you some guides and some good books in the resources section, but it's basically what we're talking about here, *The Guide to Human Psychology and Manipulation, Persuasion and Deception*.

This is what we're really getting down to when we talk about controlling what somebody thinks or at least getting into somebody's thoughts. All influence is through language, so manipulators need some things to be effective.

If they're manipulative, this is the bad side.

Dependency, they need you to be dependent on them for emotional support, sometimes financial, which creates an emotional support. This is very often how some guys get into some pretty dysfunctional and unhealthy relationships with women.

There's also immaturity. Manipulators need the other person to be immature.

They need that eager to please impulse from the other person that they can feed on and manipulate and create the addiction with.

So first, you must know that thyself. Know yourself.

What is it that drives you? What manipulates you?

What soft spots, what buttons do you have that people push? They can basically manipulate you.

What are your weaknesses? What are those areas that you find to be your weaknesses?

I'll give you an example here. Are you naïve? Are you passive?

Do you have a fear of negative emotions and negative reactions from people?

That will definitely have a big effect and big impact on you, and people will pick up on this and know how to manipulate you when they sensed it from you.

Do you have a low self-esteem or low self-confidence? Do you tend to overthink things?

# The Ignition Code: Mind Control

That could be another way. People can keep feeding you data to keep you caught up in a loop and keep you from doing things, another manipulative tactic from some people.

Are you an under-thinker? Do you tend to be a little bit reckless?

Are you emotionally needy? Those are some things you need to know about yourself because we all have weaknesses.

We all have spots where we're vulnerable and knowing your own vulnerabilities protects you.

Take an inventory of your own bad habits. Take an inventory of the ways that people tend to game you.

I want you to take an inventory of the ways the weaknesses you have, the desires you have, because those are also things that can be used against you, and the fears that you have. Take an inventory of the things you fear.

I'm serious about this. I want you to actually stop this program.

If you're driving, obviously you don't do it, but take your time, come back to this part of the program. I want you to pause, pull out your journal or document and make a list of your bad habits.

Make a list of the ways that people game you or manipulate you right now that you're aware of, that you've seen happen, and you may not understand them completely, but you'll know to a certain degree.

Again, I've got to plug my Power Social Skills Program. That's exactly what I cover in there.

Weaknesses, what are the areas of weakness that you have? Desires, what do you want more than anything because that, if somebody puts that out there in front of you as a carrot, it's very compelling.

What are the fears you have? What are the things you're afraid of?

That's the stick. That's the carrot and the stick.

What are the fears you have that people can tap into and manipulate you with? Then you need to create some compensation strategies.

# The Ignition Code: Mind Control

I'll give you an example of this. If you know you're the kind of guy that wants recognition, have a way that you can get that recognition somewhere else first, whether it's online, whether it's through your mom or your dad or maybe even somebody in the family.

You can call your mom or dad or get somebody to give you a little bit of acclaim, sometimes mom is really good for this if she's a good mom and she tends to give you some praise.

My mom was always great for that. She always used to give me a lot of praise and make me feel good about myself and always made things better the way a mom should, and that can be your strategy to avoid looking for it some place where you either won't get it or where you will be manipulated to get it.

So the primary steps of influence are that you're going to need to read the person, then you apply the appropriate techniques, and then you review the feedback you get from them after you've used the technique and adjust as necessary, so that will adjust your reading and then you go through the steps again.

Pretty soon it will get to the point where you just apply the appropriate techniques because you intuitively know what to do and what to say, whether it's texting her, whether it's emailing her, whatever the case may be.

I want to keep coming back to that. It may seem like we're going off topic here, but we're not.

This is all vitally important to the topic of texting and talking to them on the phone and using your cellphone to get her addicted to you.

Now, let's talk about power scale. What's the power scale?

This is just a very brief discussion of what is most impactful on a woman. When we want to communicate with a woman, when we want to influence her, you want to be there in person.

That's the absolute goal of everything I'm teaching in this program is to get this thing, this cellphone bit of technology, the smartphone wonder, to get you in person with her where the phone doesn't matter, or you can get her to turn it off while you happily bang each other all night long at your apartment.

That's the goal, to get there real with her, in person. The most powerful form of interaction with a person you can have is being right there with them.

# The Ignition Code: Mind Control

The next one would be through a phone call, having voice, or I guess you'd probably even say that Skype is close to that because Skype at least lets you see the other person.

But a phone call lets you hear them, hear the nuances in their voice, the texture of talking. It lets you kind of tune out everything else just to hear their voice.

There there's texting. Texting is not too far away and that's why it's so important.

It's a back and forth messaging. It lacks the personal element though, so you have to be careful about that, and we'll talk about that too.

Email is the next step out, and the reason that email is farther out than text is because email is less personal because it takes so much longer to get a reply. You can say more in an email, but it doesn't mean it's either going to get read or you're going to get a response anytime soon.

Remember, we're talking about this in terms of responsiveness, the back and forth quality.

IM-ing is another form of communication that's farther out on the scale, and of course, Facebook is way, way out, a little farther out, believe it or not, because you're really obstructed from the communication.

You don't know when it's going to come or where it's going to come, and well, I know you can message or you can email within Facebook, but it's not quite the same.

So remember the power scale and that our goal is this top of the scale to get there, be there with her in person.

Now, what are some other techniques? Let's talk about this, this is a very big section and very important to cover and I want you to join in the next section for this.



# The Ignition Code: Mind Control

## Part 4:

Okay, hang on, because this is a particularly dense section I want to get through. It's called techniques because we're going to get into some of the techniques we'll be using.

Well, maybe not so directly. I'll cover a few of the actual texts, but more along the lines of you need to remember this stuff because it's how we're going to handle some of the situations you'll be in along with your texting.

So first of all, intermittent reinforcement, it's usually a treat. It's a treat that means approval.

So intermittent reinforcement, from what I mentioned before under the basics of influence, means that we want to be intermittent and we also want to be unpredictable.

We don't want to be regular. We don't want to be quick. We want to be irregular and rather slow with our texts as much as we can.

Punishment is what can really motivate us. I hate to say it, but we are more motivated by punishment than we are by the reward.

Some of the forms of punishment are:

- Emotional isolation
- Criticism
- Intimidation
- Hot and cold behavior, which is the unpredictability and uncertainty principle. This makes us very, very anxious, very, very edgy. Recognize it when somebody is using this on you.
- Shaming

Now, I'm not in any way telling you to use any of these on women. You should not.

It's a terrible thing to do to use any of those. We're going to find better ways by motivating her with the positive of what she wants, but that's the possible punishments that can be thrown in front of a person.

Remember the number rule. Phone numbers really mean nothing. They just don't mean anything.

# The Ignition Code: Mind Control

To you, they seem to have weight, “Wow, I got her phone number. She gave something to me.

She gave it up. She gave me her phone number,” like you got somewhere.

But to her, it means nothing. She’s just handing out the number, dude.

It really means nothing. Phone numbers are simply an opportunity, and they’re also kind of a test of your mettle to see how good you are at this game.

She’ll give you a phone number, but it’s a test to see if you can do more with it.

What a phone number does not mean is something along the lines of “Oh, we’ll talk or we’ll meet up or we’ll fuck.” No, it doesn’t mean that at all.

What it means is that you’ve just got an opportunity, and that’s about it. Sometimes it’s not even an opportunity as I’m about to explain.

Don’t let this get you down. We’re going to get there.

The rule, it’s far easier for a woman to say no to you over the phone than to say no to you in real life. Let me say that again, it’s far easier for a woman to say no to you through the phone than it is in real life, which may be the reason she gave you her number because she doesn’t have to deal with you anymore.

She gives you the number and she knows you think it’s so great and awesome, and then later on, she just ignores and she got out of it scot-free without having to confront you or feel bad about herself.

That’s why she often gives out her number. So you have to recognize her state.

What is she? Is she rushed? Yes, she probably is.

Is she overloaded? Yes, probably.

Is she annoyed on some level? Yes.

Is she frustrated? Yes.

# The Ignition Code: Mind Control

This is the state of a woman when you text her most of the time. So in order to break into that bubble of “Ah,” you’ve got to be effective.

That’s why I give you the texts that we’re going to cover in this program.

Now, when men get through the frustrated part at the end of the trail, if you will, what do we do? We get angry and we get moving.

What do women do when they reach this state? They resign.

They basically give up, and that’s an important distinction. Guys will get pissed and get moving.

Girls will stop and cry. It’s really what it comes down to.

So you’ve got recognize that her state means she’s going to get a text from you and she’s going to wonder, she’s going to get questions that are going to pop into her head without her even thinking about it.

“Who is this guy? What does he want?”

“Does he want something from me? Should I even respond to him?”

“If I respond, what should I say? Should I share my emotions?”

“Is he going to start texting me and then eating up all my time?”

“Does he want me to take the lead?”

“Oh, geez, or is he going to ask me out? And if he does, what would I say?”

“Would I say yes? Would I say no?”

“Will I delay him? Does he expect me to ask him out? Overload.”

And that’s when she ignores you.

You can see how this internal dialogue in a woman is both crazy and at the same time kind of explains why a lot of women flake and why they don’t follow through, because all of those questions come up when you’re not around when the emotional state has changed.

# The Ignition Code: Mind Control

So recognize her state is an important part of this. If you're texting her and she isn't responsive, sometimes it's just because she's in a crappy state.

The connect-laugh assumption is something a lot of guys have. Do you need to do that?

Do you need to connect with a woman through texting, and do you need to make her laugh with your text? Well, the reality is that one of those is try hard and the other is very natural.

In other words, if you're trying to make her laugh, if you're this goal mode, a goal-seeking mode of trying to connect with her by texting back and forth, talking about silly little trivialities of life or you are just sharing information, one of those is trying hard and the other one is more natural.

What does it say if you're playing this banter game a little too much? What does it say if you just tell her what it is you really want?

That's what I'm proposing to you in this program is that less texting is actually much better to your goal.

What's the goal? Get in person with her, because she's going to bait you in the long conversations that make you feel like you're getting somewhere, but it's just her yamma, yamma whammo whammo talking.

It's just her talking. That's it. It has no meaning.

It doesn't mean she's feeling connected to you. It's her purging herself.

Women will talk at through with anyone, so don't consider it a big accomplishment.

Because most guys are basically trying to make up for a very weak introduction when they first talk to her, when they first got her phone number, they didn't do it very well.

They didn't do it strongly. They didn't do it the way I teach, which you're going to learn, and they basically rush nervously through a conversation so they can get her phone number.

Having been nervous about starting a whole conversation in the first place, getting the phone number comes is something of a relief, like you came away with the gold, so you tell yourself, "Oh, that was awesome. Look at what you did, that was great, that was fantastic, I can't believe I got her phone number."

# The Ignition Code: Mind Control

Of course, you feel relief when you can walk away with this small victory, “Oh wow! Look at that, I walked up to her and I talked to her.”

“She gave me her phone number. I’m awesome.” No, you’re not, dude.

You kind of suck because you didn’t come away with the part that was most important, and I’m going to tell you what that is very shortly.

So, command by asking questions that stir her. This is the true power of mind control using your words.

Command a woman by asking questions that stir her to the goal. For example, “Do you want to go out on Tuesday?”

Is that strong or is that weak? That is weak.

The better way of saying that would be, “Hey, let’s meet up on Tuesday. Do 7 or 8 o’clock work better for you?” You’re still asking a question.

You’re not coming across as a commanding dick, but you’re assuming right off the bat, “We’re going to meet up on Tuesday. Let’s do it, and which of these times works best?”

That commands confidence and it commands respect from a woman. So you command the woman by asking questions that stir her towards the goal.

Now, we’re going to talk really briefly about anti-flaking.

Anti-flaking, this is a very important part of the conversation because you want to know how to keep her from flaking out on you.

Well, here’s what we do, first of all, what’s the worse situation you can imagine?

You would go through all that trouble. You introduce yourself to a woman.

You get her phone number, and she doesn’t answer or she doesn’t show up on the date.

It blows, right? It blows dog. It sucks when women do this, and really, it’s painful, and women don’t understand that when they do it, that they’re having that emotional impact on us.

They just think they’re getting away without hurting themselves. They don’t care that are really hurting us in the process.

# The Ignition Code: Mind Control

It's not that she's trying to be malicious. She's just trying to save herself some pain.

So keep in mind, every woman flakes. Every woman does this.

She flakes on men who don't take the lead. This is the reason why she flakes on men who don't take the lead and come across as being needy.

There may be some other reasons, not just these two, but these are the primary ones that we're going to take care of in this program. Recognize the two.

If she flakes on you, it's temporary. If she just didn't show up, it's kind of a temporary thing, but there's also cutting off all contact where she'd like unfriends you or just doesn't respond anything you send to her, whether it is email or otherwise.

That's permanent, and you've got to recognize the difference between those two.

It feels sudden. A flake out like that from a woman feels sudden, but it was either premeditated or incidental to whatever her state was at the time.

Let's talk about those reasons now. I think it's important we go into that.

Why do women flake? The primary reason is that you didn't have a real emotional connection with her when you first talked to her. There was no investment.

Remember, there is a good time in the moment, and, of course, being into you is also the part that is important to. She's having a good time in a moment is one side of it, but being into you is a whole other level of investment.

That's the one we are seeking here. We're trying to get her into you, really digging you and wanting more, so these two are actually tied together.

No emotional connection is really just about the same thing as no investment. That's not what I'm talking about with this.

No attraction is the big number two that we're going to take care of here. This plus the connection and investment basically overrides all the rest of these on the list.

None of these matter if you don't have investment or attraction to begin with.

Another reason she will flake will be that you lost the momentum. You didn't keep things moving along fast enough.

# The Ignition Code: Mind Control

There is a lull. There is a pause. You bored her, pregnant pause, yawn, flush.

That's what happens, so recognize, you've got to keep the momentum up. You've got to keep things moving.

No proximity, basically, you've got to remember you're not there to make her feel good the way you were when you first met her.

Maybe you were laughing like crazy, wild chimps when you were talking, and you knew, "Oh, dude, this a total deal. It's done deal. She's into me. She's digging me."

Then she walks away and that feeling dissipates, it evaporates, gone, and now, what's left is just a memory that you have to keep revitalizing every time you talk to her.

So without the proximity, you're going to suffer the probability of a flake. It could have been just a ploy to get rid of you.

She might have given you her phone number just to get you out of her hair.

Like I was saying before, it's easier for her to ignore you on her phone than it is to say, "No, I'm just not into you," to your face. She's never going to do that.

She's afraid you might not like her as much as she likes you. Believe it or not, this is a reason that women flake.

They will deny themselves the probability of a relationship based on her being afraid, again, the fear, of this possible outcome.

Kind of crazy, isn't it, that you can make this thing actually come true by flaking?

It seems counter-purpose, but that's why they do it.

Sometimes, she's playing hard to get. If she sees you as a potential boyfriend material, meaning maybe you did get somewhere in that first interaction, sometimes she's just going to push it and she's going to try and be hard to get to make it difficult.

She's going to flake out on you to try and get you into boyfriend territory, which plays a very nasty game. Sometimes though, women push it into, "I'm going to play impossible to get and see if he'll go along for the ride."

When you do, you get caught up and trying too hard.

# The Ignition Code: Mind Control

Maybe she flaked because she had a random mood swing. Maybe it's her time of the month. It surely is a possibility.

Maybe she has a fear of rejection. Yes, that is a very, very big part of why women flake is because she's afraid that you are going to just not like her.

Maybe she thought you only wanted sex. If you came on a little bit too smarmy, a little too looking Joey Baloney, looking a little bit of Don Juan DeMarco there, like you are one of those PUA guys, she's think you only wanted sex.

Maybe she's just an attention whore. Believe me, this one is a lot more probable than you know.

For a woman, feeling desired is more important than getting a man. Let me say that again, for a woman, feeling desired is actually more important to her than getting an actual boyfriend that she can bang.

It may sound crazy to you, but this is the reality of how women think. She's always seeking for some kind of validation.

Now, healthy women want both, but unhealthy women only want the attention and validation that comes from that possibility that you're going to be texting her and making her feel better about herself and she'll use it up, she's wring it out like it's a dish rag of soapy water that she can just basically wring out of it until it's dry, and then she's onto the next guy.

Maybe she didn't text you back or she flaked on you because she's an inconsiderate bitch. It's just a **high power wriggling 00:13:27** item right there.

Another reason why she may flake out from appearing on a date or even contacting you is that her personal safety fears outweigh the attraction she feels. This happens a lot more than guys realize.

Women are always in fear for their sexual safety and physical safety. Women, when they get abducted, horrible things happen to them, and they have to be careful.

She may have had a boyfriend. She may flake out on you because she has a boyfriend and she's just isn't ready to take that risk now.

She was playing with the possibility for more attention, and that's the way it goes.



# The Ignition Code: Mind Control

She may have flaked because her dog might have won the lottery. You just don't know.

What I'm saying with this one is you don't know what the reason is, so don't interpret. The only thing you can do is assume it's one of these first two.

I know I'm highlighting three up here, but it's really only two, no investment and no attraction, and that's what we are going to conquer with this program.

The reason really isn't important, and actually, it can sometimes cripple you if you get too focused on the reason because you are going to think if there is a reason, well, then you're going to be able to control that reason and fix it, but sometimes you just can't.

So you maximize the potential up front by doing the right things.

So how do you prevent flaking? First is make the meet up that you are going to suggest light.

Make it something that she can get into and do easily. She's going to be ten times more likely to flake if she's tired, and hearing your plan and then thinking, "Oh my God, I got to be on for this guy? I'm not going to show up."

So keep it easy, light, and easy to do. Keep it early in the evening. Don't make it late.

A lot of guys make these ridiculously late dates, "Yeah, let's meet up at 12:30 at..."

Come on, dude, seriously? What are you?

Are you still in college getting ready for a kegger? Really, you've got to think in terms of what's her schedule.

Is she going to be tired by then? Is she really going to want to do that?

Some chicks will probably text you that, yeah, they'll go out. They will go out and leave at 11 o'clock at night, but that was the stuff I was doing when I was 20 and 21 years old.

Make your meet up at least slightly memorable. It has to be a little bit more interesting than maybe the other boring things she's already doing for her to choose it.

So at least, make it interesting enough that she'll participate if nothing more out of curiosity. Keep it casual, keep it relaxing.

# The Ignition Code: Mind Control

Another really important way to prevent is don't take numbers from women who seem barely interested in you. This one really needs to be first.

I'm going to move this up here for when I print it or when I put it in the book form.

You really shouldn't take numbers from women who aren't that interested in you. You took the phone number because you feel that it was your consolation prize.

It made you feel good about having walked up to this woman and talk to her, so you have to come away with something, and you got the phone number so you are just happy for that.

So you are trying to basically delude yourself into thinking that's going to turn into something. It's not, because you really didn't get the investment and attraction started.

So if they're not really interested, don't ask for the phone number. Why bother?

Use the ping. This is another way to prevent flaking. You would prevent flaking by using the ping, and it also establishes how interested she really is, by the way.

What you do is you send her a text within hours, if you've met her at a bar or within 24 hours if you met her somewhere else. I'm going to give you more examples of this later.

It's basically a short text that gets her attention and connects with her one last time and keeps you on the top of her mind.

It's kind of like the ability to walk up to her, tap her on the shoulder and say, "Hey, remember me? Yeah, you do need to answer my text later. Okay, I just wanted to remind you. See you later."

Or what you can say is something like, "Hey, I got some stuff to do, but I want to continue our conversation. I'll call you later, okay?"

Remember, long periods without contact are going to kill your momentum. Don't let that pause get in there that kills your momentum, so keep things going.

Small texts are good for that. Space them out a little bit more, but they are good to keep you on the top of her attention stack, if you will.

Once you set up the date within a couple of days, I hope, don't text anymore, until the stuff I'm going to tell you about below, but don't text her anymore. We want to avoid over texting because that's going to kill things too.

# The Ignition Code: Mind Control

So what are the signals? There are some signals she will give you that will tell you that she's going to flake.

What are the signals? So I want you to watch for these.

If she says something like, "Hey, call me the day a day of, just in case," that is a surefire signal right there. She is trying to be nice, but she's already planning to flake on you.

She's waiting for a better offer is what that says. Don't let her pull that shit with you. Don't let her do that.

That's one of those games that women play and they know that guys fall for it all the time. I've fallen for it a lot. Don't.

She needs to make a firm commitment, and if she can't, all you'd say is, "Hey, look, if that day is going to be bad for you, let's choose one where you've got an open schedule."

And then you're going to kind of figure out, "Oh, okay, I get it. She's really not that interested. I get it."

You might not want to find that out, but it's there under the surface. Don't let it fool you.

She might say something like, "Oh, I'll see."

"I'll see" is a non-committal answer. Any kind of answer she gives you that's non-committal, watch out for those.

She's telling you up front, "I'm planning to flake on you."

She might say she can't make it, but she makes no attempt to reschedule. This happened to me very specifically.

I remember this because I called up a girl who used to live in the same apartment building I did and I waited until she moved out because I wanted to make sure she was gone. I don't want to date somebody who's living there.

When I got hold of her, I called her up and I said, "Hey, are you doing? I'm the guy that used to live blah, blah, blah."

# The Ignition Code: Mind Control

She's like, "Oh, hey," and I started chatting with her, and I said, "Hey, I just wanted to see if you want to get together."

She was like, "Oh, I can't. I just can't do that on Thursday." And I'm waiting there for a second to hear, "But we can do it on Friday or Saturday."

No, it didn't come, so I was sitting there going, "Oh."

I waited for a second and I went, "Oh, okay. Well, thanks. Sorry to bother you. We will be talking again in some other time."

She's like, "Okay." And we both knew what was going underneath that conversation.

The cool thing was that she understood that I was actually pretty cool for being able to pick up the fact that she wasn't up for dating me, so that was cool.

Yeah, even Carlos has a few women that don't want to date him. I don't know what it is.

Actually, I found out she was dating some other guy. But anyway, remember, if she is going to flake, why would you want to chase her?

Why would you want to chase getting a date with somebody who is going to flake? If you know what that up front, don't do it.

The answer is because you are needy, you're desperate and you have no options. I've done this too, dude, totally.

Why would we want to chase a woman? It's because we are basically trying to get something that makes us feel better about our masculinity, and we'll do anything.

Here's a strategy for you. It's called the preemptive flake. If you know she's going to flake, if she's giving all the signals, what you do is you flake first.

You text her, "Hey, I completely forgot about my friend's graduation. I just can't make our meet up work out. We can try it again later in the week."

What does that text do? Well, it flips the script.

It makes her have to work to reclaim your interest. Now, it might or it might not work.

# The Ignition Code: Mind Control

I'm not going to say it's definitely going to work, but it's better than letting her flake on you. You flake first.

A post-emptive flake, preemptive and now we're getting to post-emptive flake. The post-emptive flake happens after you've been flaked on.

If she flakes on you, what you do is you send her a text, and I used to do this all the time and it works actually pretty well.

Send her a text saying, "Hey, I'm so sorry. I got called on an emergency, a deadline," or whatever you make up your excuse there, and you say, "Look, I need to take you to this great sushi place to make it up with you. Is that cool?"

What that does is it encourages her to recommit because she may have flaked on you for any of those reasons I told you before and none of them might have been anything bad about you, she just chickened out, and this kind of lets her know, "Hey, you are still into this and you still want to try and make it happen, and it's a cool way of doing it.

It actually turns around into something cool.

Here is salvage salvo. I used to use this one too a lot.

What you do is you send her a text, and this is getting right down to the core, you are just trying to say, "Hey, look, let's just call for what it is. Hey, you know I like you and I think there is some potential here."

That is as far as you're going to go there. You are not going to tell her she's beautiful or she's awesome and you're going to marry her and have her kids.

You're just telling her, "You know what, I like you and I think there is some potential here, but I'm not going to beg and I don't really want a pity date. Let's just meet up and see what happens, what do you think?"

This is a great text to send because it's very direct, it's very straightforward. It kind of says, "Put up or shut up," and if this one doesn't work, then just let it go.

You don't need to do anything more, dude. She's just not that into you and it's time to find another prospect.

If she does flake, here's another post-emptive flake one. Don't get angry or hurt.

# The Ignition Code: Mind Control

Don't act that way. You only act this way angry and you only feel this way angry or hurt because you're over-invested in her.

You went too far in your mind. You fantasized about the possibilities, and you also have no options to replace her with, so now you are now back in scarcity mode, wishing, oh wishing you had someone, and that is not her fault.

That's not her fault, so be cool about it.

What would a popular guy do if he was flaked on? He wouldn't even notice.

Let's just get that right out of the way. He wouldn't notice.

It would be no big deal to him because he'd already have some other things going on. This wouldn't have an emotional impact.

So if her flaking on you makes you feel angry and hurt, then something in there is your fault, not her flaking out on you. Truthfully, that is really what is going on there.

Now, again, if she flakes once, you can give her Mulligan, a do over, a chance, one more chance. You can, but you don't have to.

But if she flakes twice, you must drop her. She's not interested enough to make it.

She's obviously not going to put the attention in. You're going to be chasing her. It's going to be a sad, sad situation.

Here is a strategy that you do need to do with every woman. It's a guaranteed way to lower your flaking to a minimum.

Text her 30 minutes before the date, just say, "Hey, I'm running about 30 minutes late."

Why do we do this? Well, we do this because it gives her a reminder that you, first of all, have this date, and her response is going to tell you whether or not she was planning to flake on you or not or if she was planning to not make it, which is really cool because you are going to ferret out any of the reasons she might have had or the reservation she had to meet up.

She will probably not flake out on you now because she was afraid you are probably going to flake on her. That's really what it comes down to, and most women do flake

# The Ignition Code: Mind Control

because they also think they're going to get flaked so they wanted to do the preemptive flake for themselves, which is a preemptive strike.

Well, now she knows that you're going to show up. She knows you are planning to show up, which is cool, and that gives her the reasons to show up.

So, texting her 30 minutes before the date is always a good strategy.

Letting her know gives her a chance to save face. It also saves you from going and showing up for a date where she doesn't plan to show up and you don't have to feel so bitter and angry about it.

So there you go, there is my complete anti-flaking strategy. It is complete. It's all you need, and if you're still having problems flaking, I can guarantee you that it comes down to attraction and investment that are missing.

So join me really quick, we're going to finish up in the next section on other resources to get you going, and we'll move on to the main part of the program of how to start texting and getting these results.

# The Ignition Code: Mind Control

## Part 5:

Okay, welcome back. We're finishing up here with other resources that I want to point you to. This is going to be really short.

I just want to point you on some of the better resources you can read up on, if you want to learn a little bit more about the whole concept of influence and mind control.

The first one is actually very, very powerful. It's Robert Cialdini's book, *Influence*, and it's a groundbreaking book.

It is referenced by just about everybody that does marketing or any kind of social influence. It's exceptional.

It's a really great read too. His other books are also really good.

He has another called *Vital Lies and Simple Truths*, which I recommend just for understanding psychology.

Michael Jones is another. If you do a search on Amazon under mind control, you'll find his book, which is pretty good.

Same with Jeffrey Dawson, another book called *Mind Control*. Who've thought of it?

Another thing is to go on Google and just search the term "cognitive distortions." You'd get good definitions and you will also get some very good entries and PDFs, and there are cognitive distortions that psychology today has covered, which are really, really good.

I want to encourage you to go look at those.

They talk about personalizing mind reading, negative predictions, all of those ones that I had listed earlier. You can have comprehensive understanding of all of them, and then keep reading further because there is some good stuff out there.

Even more importantly is how to use this stuff to have more impact with women and with people in your life, and that's why I created Power Social Skills Program.

So if you are into it and you are really digging this topic, I would highly recommend you go get my Power Social Skills Program.



# The Ignition Code: Mind Control

It's going to give you quite a bit of background and understanding as to how we play games with each other and how to get pass them to get what you really want the right way.

So, go on over to powersociaskills.com, and that's [www.powersocialskills.com](http://www.powersocialskills.com), and check it out and join me.

We are going to be going on to the next section where we are talking about how to start... Oh my gosh, I just gave it away.

There's a ton of great stuff in here, go ahead and start the next section of the program called "how to start" where we're talking about the messaging, the phone calls, and how to get that girl.

# The Ignition Code: Pregame

All right, let's keep going. We got to get into the material here. We've got a ton of stuff to cover.

This module is on how to start. Basically, we're going to talking about pregame. We're going to talk about setting up a dating app.

We're going to talk about messaging, the first message. We're going to talk about phone calls and how to do that with her.

Again, the underlying philosophy that I'm weaving in here is that you're going to be having quite a bit more choice than the average guy. You're going to have so many more women that you're going to have to go through and screen out.

That you're going to have to turn some of these women down. You're going to have to say no to a lot of women.

That's just out of sheer necessity, dude. You just can't handle it.

There is one point where I was using my smartphone and I was dating women. On a Saturday morning or I think it was between 9 and 2 in the afternoon, I had like seven or eight different meet-ups scheduled.

It got crazy. It got to the point where I was so thankful when I got a message that said, "Oh, I can't make it. I got something emergency that came up," and legitimately, she had a real emergency, so it wasn't like she was just backing out, but I was relieved.

I didn't care what her reason was. I was just so just so back to back and my time was so used up.

That is, friends and neighbors, a high quality problem to have. That's the best kind of problem you can have, and that's the problem I want to give you with this program.

So if anything, I'm going to give you a problem that you can brag about to your friends.

So when we talk about vetting her, I'm really serious that you are going to have to start using your time effectively and you're going to have to turn down some women. It's going to make it easy for you to choose the quality of women that you want to be with.

So let's go into pregame. We're going to talk about setting up a dating app.

# The Ignition Code: Pregame

When I talk about a dating app, we're talking about any application on your phone that involves these common elements. Typically, the elements are a picture and some kind of profile.

A picture and profile pretty much comprises almost every single kind of dating app there is out there. Those are the two important elements.

One is the visual what you look like and the second is kind of how you present yourself really through your profile. So the profile is a chance to basically put your personality out there.

So really, it's not really a profile, but it is personality. It's a picture and personality in the form of a profile.

So some of the profile basics I want you to understand, when you share information about yourself on a dating app, this is really important to understand, rule number one is don't play it safe. There is a temptation to use generic information out there in profiles and it kills you every single time.

It doesn't matter if it's on Match.com. It's doesn't matter if it's on Tinder or any other dating app out there, even if you're on Plenty of Fish or any site you're on, if you use generic information because you don't want to seem strange in any way.

You don't want to take a risk or a chance that she's going to see you as strange, and of course, you don't want to scare anybody off.

Basically, you're trying to market to as many women as possible. You want to cast the widest net.

Well, as anybody that's in marketing can tell you, and I can, casting a wide net like that means you're going to water down your message in such a way that no one will be interested. You'll be too bland.

You'll be too common. It's like saying, "Hi, I'm a single man."

Well, that doesn't appeal to a woman. She wants a single man that has certain qualities. If you say you're a single man who is totally into race car driving in ASA and NASCAR, that is going to immediately double the response and interest of certain women, and yes, it will actually turn off some other women, but that's how you get that interest in the first place.

# The Ignition Code: Pregame

Do you see what I'm saying? You can't water it down and just expect that you are going to be attractive just on the blandest qualities.

You have to be willing to put some specifics out there that may actually get you screened out by certain women. That's the beauty of the whole thing we're teaching here though.

Have you figured this out yet?

You can change that stuff at any time. If you are finding that putting the fact that you are a NASCAR or ASA car driver wannabe or you like to watch those particular races, if you find that's actually turning off more women, guess what, you take it out of your profile and you go back to something else.

It's that easy and that is the beauty of this. You are not really ever permanently establishing anything.

It's just for the sake of today. Hope I've got my point across there.

The problem is, of course, that you don't stand out when you do this. Your profile looks like just every other guy's profile out there and it doesn't really represent you.

Girls who are worth knowing are looking for something different. They are looking for something specific in your profile, and that's why most guys are disappointed with dating apps.

They screw this up. You're screwing this up probably right now.

I hate to say it, man, man, but you are probably are. You don't get the attention that you want because you don't have any attention-worthy profile to show her. That's why you are not getting what you want from dating online typically.

That is another thing I coach guys about, it's not really that there's anything wrong with online dating. I use it as a total buffet, seriously, a buffet of meeting women.

It's unbelievable how you can be effective and just totally stop and dominate with online dating. It really is, but that's another topic we'll get to.

Picture tricks, the profile basics, and that's a very, very essential basic, but I'm going to get more into details as we go through here. On picture tricks, picture is probably the most important thing for social media and today's dating apps.

# The Ignition Code: Pregame

Your picture has to be effective, but if you are like most people, you hate how you look in pictures.

I remember listening to a comedian who said, "I had this girlfriend who said, 'Oh my God, I hate the way I look in pictures. Don't take a picture.'"

And he was just looking at her and said, "But that's the way you freaking look. That's you. You're in denial. If you hate the way you look in pictures, that's because you look bad."

He was making fun of her, but that's pretty true. It's also like the thing about us hearing our voice recorded, "Oh, I hate the way my voice sounds."

Well, guess that's your voice. You're hearing your voice inside your head because it resonates to your body and you get a totally different version of your voice.

The one that you hear recorded, that's really your voice that other people hear.

So what are your options here with picture tricks? Well, number one is you've got to put your least bad pics on your profile, the least bad.

Most people just choose pics that don't look terrible, or don't use of any pictures, but then, of course, you won't get anybody's attention if you don't have at least one, and it is not a viable option at all, by the way.

Another bad idea is using pictures where your face is obscured somehow or you are kind of not that visible or it's hard to tell it's really you. Again, it's not cool because girls are on the lookout for creeps and you're definitely going to look like a creep if you don't have a clear picture.

That's one of the things that trips up their radar immediately. It is a guy that has a picture that's obscuring him or making him look kind of creepy.

So what do you do? Well, you can either put your least bad pictures that you happen to have in your hard drive in that profile.

If you cannot use any at all, go out and get yourself, guess what, a professional photo shoot. This could be an option and it actually can be for you too.

I have a lot of friends that went out and got professional photos taken just for their online dating profiles.

# The Ignition Code: Pregame

You don't have to do that. You can just get a set of really cool photos that you've taken.

You should have the flattering pictures. What do you think most of those women are doing?

Now, of course, it could also give the impression that you're trying too hard, so you may have to go to a guy who understands this or girl who understands this with creating these pictures and taking them and understands that you want to look natural.

You can also look like, of course, you're too self-centered and you've got these pictures, "What, you went to a professional photographer to get pictures of yourself taken? What's that all about?"

Well, again, it's just like anything else, you don't want to look a try hard so get somebody who knows how to make these things look a little bit more natural.

Now, the best, and really the only option for you in pictures, actions shots, pictures of you out doing things. This have to be informal and it can't be posed.

They've got to be good pictures. I'm going to show you some examples of good pictures in a little bit, by the way.

How do you get those good actions shots? Well, number one, you can have a friend with a camera basically chronicling your night out, and I've done this before, by the way, too.

It's actually pretty easy to do. At one point, I was buying every single iPhone that came out, so I'd always have an old iPhone that I'd use just the camera and I would use that phone when I went out.

Basically, you need decent camera and a friend who knows how to use it, who isn't a total idiot that's going to put his finger in front of the lens or who's going to shake it or he doesn't know how to operate a flash or whatever it is.

Let them in on your plan beforehand and have them being the one taking pictures all evening long.

Maybe you go out to get a couple of drinks and you hang out with some girls and you get some pictures and you go have him make sure he pulls that thing out at the most convenient times to get some good pictures.

# The Ignition Code: Pregame

That's what you want to do. You want to get the pictures that show that you're out doing things and you're living your life, not one with you sitting in a chair with the PS-4 controller in your hand.

Use social media pictures that you're tagged in. This is another great way to get good pictures without having to do anything.

Your friends that have taken pictures are putting them up on Facebook and they're tagging you. Go out there, get those pictures and crop to suit.

You're going to have pictures of a family event or your buddy's trip or whatever it may be. I do recommend you leave out the bachelor party, but you get the idea.

Include those in your list of possibilities because there is a ton of them out there for you to use. You can take a selfie when you're standing somewhere interesting.

Again, don't include selfies too much. They look a little try hard and they also look a little pathetic if they're overused.

Or you have a passerby, just say, "Hey, can you do me a favor, take a picture of me next to this, will you?" You can have somebody do this.

A friend of mine did this at Haight-Ashbury here in San Francisco. Have him take a casual shot of you and then it doesn't look like you're the one doing it.

It looks like there are other people involved. Do you get the idea?

Take lots of snapshots, multiple in every situation. Don't take just one.

In that instance I just talked about there of having somebody take the picture for you, have them take a couple. That way they can't screw them all up.

The more you take the more options you have. There you go.

Then you can choose and start whittling it down. Choose the best few from that batch no more than four or five, then you're going to take them out and you're going to put them up on a site.

Let me show you this. This is the site that I have used for – God, I can't even remember how long I have been using this site.

# The Ignition Code: Pregame

It's been so long now, probably at least ten years, and basically all you're doing is you can definitely create an account, sign in, and what you're going to do is play the game.

Basically, you're going to put your photo out there for ranking. People are going to go through your photos, and it's pretty fun to do actually. I've gotten addicted doing it where you basically just click on images.

Now, I'm going to sign in under one of my Facebook accounts here. So what you're going to end up with is this screen where it starts to basically give you options to rate people, and what you do is you rank them according to whether you think they're hot or not.

Now, they used to do a rating, I can't remember what it was. I think it was out of ten, and they've kind of changed it up a little bit, but it gives you an idea whether or not a picture is "hot" or not.

So if you post picture up, let them rate it, and they will tell you, and of course, they're trying to do everything now by putting in messaging and trying to meet people that are local to you and all that cool stuff.

So you basically just rank them, are they hot or are they not? Well, the snake, that's pretty interesting. Well, that's pretty interesting too.

I'm not exactly keen on that one. She's cute, but she's not hot.

You can just go through this. Well, that's kind of distorted and weird, not.

She's attractive, but whatever. Go through this.

Oh, look at the size of that forehead. Girl, you've got to let your hair down a little bit, and she looks like the girl in Addams Family, Christina Ricci.

Anyway, she's probably actually cute normally, but she just couldn't take a picture.

So, a great way to, again, get your photo ranked and find out whether it's a winner or not is to use those on your profile.

Simple? Good, I hope so.

So again, choose no more than four to five and those become your tried and true trustee photos to use. You don't have to do them.



# The Ignition Code: Pregame

It's like a passport, you don't have to do them again for another ten years and you're going to be fine.

So why is it the best or only option? Number one, it helps you create a fun image.

The action images, you're out doing things, you're not at home on your computer or your video game, whatever it is.

You won't be camera shy. You'll be focused on doing things so you won't have to worry or even have the time to worry about appearing awkward in the camera.

You'll avoid that forced smile camera shy look that makes it look like you don't want every picture taken. Again, not a good option there.

Number three, it won't seem like you are trying too hard. You won't have any obviously posed pictures, and it gives her an open, meaning, it gives her an ability to start a conversation with you, and if she wants to contact you, she can comment, ask you about what you're doing on your pictures.

Again, it's another reason why you want to give her as many options and as many possibilities for reaching out and connecting with you. This is more important than you might think. You've got to make it easy for her to think of something to say.

The more you kind of prompt her and help her, the easier it is for her to approach you and to chase you.

So what we are doing is we're feeding her everything she needs to do that herself. Even if she's only semi-interested, she's much more likely to make a comment, if there is something in the photo that can strike her fancy, like scuba gear.

Or if you are riding a bike, whatever the case may be, women with a common interest will pick that out, and that is why you do want to post a picture that has you posing doing things that you really like doing, because then you are going to find the women with a common interest.

But don't let that get you all hung up, if you happen to be out paintballing one afternoon and you rarely ever go, you and your paintball gear, as long as you're not wearing the mask, it's good enough for, you know, whatever.

It will work if you make it work, and that's why it's probably the best and only option for getting the proper photo.

# The Ignition Code: Pregame

Of course, you've got to have a strategy in mind, this is an important rule. You have to know where you are going.

As the saying goes, if you don't know where you are going, any road will get you there.

Always keep the end game in mind. You're going to build attraction, you're going to stand out from other guys, and every text, email, phone call, anything you do is a chance to build attraction and sexual chemistry.

That's kind of your mantra, these three things. Everything on your profile should fit in with that end goal and every message you send women should fit with that goal as well.

So you have guidelines, you have this in the back of your head at all times. You're not just going out there just randomly firing, you are aiming at a target.

Again, if it doesn't, you don't send it. If the message doesn't fit into the criteria of helping you build the sexual attraction and chemistry, helping you stand out from other guys, build attraction and get her chasing you, you don't send it, because you don't need to and you shouldn't be.

That's one thing that most guys don't get and don't ever figure out. They're out there recklessly just shooting.

It's like taking a shotgun approach really where they load it with buckshot hoping to hit something without having a nice sniper rifle that gets the one they really want.

Now, before we break from this session to go into the first message and we're going to talk about phone calling and so forth, and, of course, how to text, I want to give you an idea.

By the way, what I talked about with the photos and everything, it's very important to recognize that this is just as applicable on apps, and I'm going to show you those apps in this program as well.

So again, this is applicable across the board. It doesn't matter if it's an online dating profile or what, if you have something like a Tinder or if you have an app that only wants one picture that's going to be your main kind of avatar picture, well, you're going to want to choose the best of the best of the best, and another reason for you to use the Hot or Not site to get it rated.

Now, let's go and take a look at some of profile pictures then what is and isn't working on them. Here we are, we are on my Plenty of Fish site.

# The Ignition Code: Pregame

Let me zoom it out there. Wow, that picture kind of got my eyes.

I'm a boob guy, so that one stood out like crazy, and I bet you she tested this picture because she knows that that image is going to grab a lot of male eyes.

Now, here we are on Plenty of Fish, PoF.com, and we're going to look at some of the pictures that these people are posting. I'm going to give you a little bit of critique.

We'll do this from the male perspective looking at women and it's going to be just as applicable for guys.

This one, is that a good idea? Well, kind of sassy and interesting, but it's not flattering to her and it looks kind of bitchy frankly.

In a funny way, that one is actually kind of cute because she's kind of looking up at the camera with a cute expression as if she is underneath the camera.

By the way, that's a great tip for women. If you are going to take a picture, make it look like you are looking up at the guy for more than one obvious reason.

This one, it's horrible. It's blurry. It makes her look terrible. This look like it says, "I don't really want you to see me."

This one is pretty natural and it look like this is exactly like what she looks like, so you will not be getting surprises with a woman like this. Of course, she does look a little heavy so you have to take that into account.

Now, let me see if I can search by men. I'm trying to think if I can. Oh, here we go, we'll search men and see what we find. All right, let's take a look at these pictures.

This guy, it's not bad. It's actually not a bad picture, except for this weird awkward leg in the picture or the way he's posed.

It kind of looks a little strange with this leg sitting here like this, but not bad. It's not too bad. It doesn't look too unnatural and I don't think he's out doing something.

This one, it's kind of gooftardish, him with his dog. He's obviously posing to make himself look good for this and doing his best. It's maybe endearing for some women.

This one looks pretty stupid. I hate to say this one, but it's not an impressive picture, lounging in a chair looking like he's talking on the phone.

# The Ignition Code: Pregame

Is that what he's doing? It looks like he's talking on the phone.

This one is too serious, but honestly you don't want to be smiling in all of your pictures. In fact, very few of your pictures should have smiling, maybe a smirk, but definitely not smiling, because that actually is a turn off for most women.

You might think that you're supposed to look smiling and look accepting and all that, but that's not what women are looking for. They're looking for a guy that looks like he knows his shit, if you know what I mean.

This looks ridiculous. I can't even imagine this attracting anybody.

It's sideways and it's squished. That's retarded. I am sorry, but that's just awful.

This, he's a wife beater t-shirt with balloons. Now, that's horrible. Let me be very clear about this picture.

This, guys, could be actually pretty effective. He might have tested this, I don't know, but you need to test it.

This one, it's ridiculous and horrible, so don't ever do that. This one is ridiculous, horrible and don't ever do that.

This one, he's shaded. He's wearing a hat that makes him look like he could be crazy militant, right-wing gun nut.

I don't know. I don't mean that in a bad way. I mean that in a "don't present a picture of yourself that you don't want to present."

If don't want to look a certain way, then don't look that way. The hat, the overall look, they're not working.

This one is good. He's in front of a group of women. The arm here is a little weird, the fat arm, I'm not sure what that's all about, but him in front of the women would be an awesome picture.

That's pretty good. He's got a good smile going there. That's actually kind of a "hey, look what I got going on" smile.

That one is not bad. Even better would be more of a smirk, less of a smile.

# The Ignition Code: Pregame

This one is a little creepy. Is he living out of his van? What's his relationship to the dog?

I don't know what's going on here. It's a little odd.

This one, again, it's a little weird. It looks a little staged. You want to be doing something.

Here is the guy who looks he's at least doing something, but I don't know what this is, but at least he's somewhere and he's outside so that one is better than average from most guys.

This guy is trying to look too studious, looking a little dorky standing in front of the art, again, too staged.

This guy, this looks douche. He's at the gym. He's looking cool into his photo.

No, come on, dude, seriously. But you know what, if you tested this and it worked, everything I say is wrong. That's what I have to say about that.

This guy, again, he looks a little creepy. He looks a little homeless.

This guy is too dark, like can you see what I mean? Almost none of these guys are really getting it.

Oh, my God, look at the boobs on these girls. This is what they're obviously doing.

This is an advertisement, I believe. I think they are.

I think they are advertisements anyways. I'm afraid to click on it, but these are really big girls.

Anyway, again, it's too dark. Here, it's not bad. At least, he's with a Disney character somewhere, but it still looks maybe a little bit goofy.

It's not bad here, looking serious in the camera. This one is actually pretty good. It's little artsy too, it's black and white.

This one, he's at the deli, it's Safeway. I can't figure out what's going on at this one, but, no, that's a little... and the outfit too, I'm not digging that.

# The Ignition Code: Pregame

New to town, but no photo. Wow. Oh, well, look at it, “I will fill out later, Earth, hugababy.”

Yeah, that’s just going to get a lot of interest from women. Dude, seriously, just take it down.

This guy, half in the shadow, half in the light, it looks like he’s kind of stoned. I don’t get what’s going on there.

Here, he’s sleeping, not a good choice. Here, he looks like he just shot or punched in the stomach.

His eyes are rolled back and he’s barely in the picture. This is horrible. This is awful.

This one again looks douche. It looks like, “Hey, I’m drinking, I’m out. Dude, I’m so totally stoned.” No, loser.

This guy is out at the beach doing something somewhat interesting, but it’s a selfie, and you can tell that, but still he is not smiling and looking gooftardish, so that’s good.

This one, he looks like the guy in that video. I can’t think of what the name is. Oh, Gangnam style.

He’s little try hard there. Not bad, he is outside, he is outdoors, and so that’s not too bad.

This one is kind of artsy with the CP at home, but he also because in the shadow, it could be kind of creepy.

A selfie, don’t do it with your phone or with your computer if you can avoid that.

Here, not too bad either, but it looks a little casual. It’s so much better if you could be doing it.

Again, none of these guys are really working the action angle. They’re not doing anything.

They are obviously saying, “Hey, please approve of me. I’m in the picture.”

This is interesting, I’ll say that much, it’s very interesting with the hot red sport coat. I’m not sure what this says. Hopefully, it didn’t say visitor.

# The Ignition Code: Pregame

This guy looks too damn scary. That's a mistake right there. Another scary guy, again, he looks a little too gangster and scary.

This guy, again, too much face obscured. He looks like – what's his name, the drummer from the Metallica, Ulrich.

He is covering up too much of his face with the glasses and hat, but he is at least outside. It looks like he's doing something somewhere.

Again, looking like a mug shot, you want to avoid that as much as possible. Holy mackerel, look at this guy.

Wow, is that your real face, dude, because, I mean, no offense, he's kind of working there a little bit, but that beard matching with the hair, well, he'll get some interesting San Francisco girls.

And again, I'm not really mocking them. I'm just mocking what they are doing with their pictures, like why you do it that way if you are going to just half-ass it?

Take a little time to think about it and you can totally dominate any of these sites and any app out there.

This guy, he looks like he's just kind of lives in an attic and somebody took candid shot of him. Selfie with kind of goofy smile, and if he didn't use that smile, it could work.

This one, no, it's weird with cropped head, strange. That one looks like he is doing something. It looks like – what's his name - Tom Arnold. He looks like Tom Arnold.

This guy, again, this is also an important thing to do. Don't misproportion your picture.

Make sure you fit to the size. Don't squeeze it.

Make sure you understand how to handle proportion in photos because that looks weird, otherwise, it would have been a great photo because he doesn't look like he's got a total goof-assed smile on.

This one is good because he is at the beach, of course. Lighting isn't perfect, but it is better than average.

This one is a little interesting. I like some elements of it, but I can't really tell who he is.

# The Ignition Code: Pregame

This one here, I'm not sure what's going on with that one, but I think it's an advertisement because it's just a little too goofy.

I could go on and on, you get the point by now, don't you? It's really easy to totally separate yourself from the rest when it comes to photos like this because most guys aren't doing it right.

Oh, don't do a topless shot either, guys, please don't.

Oh, this is cool, if that's real. If he is really there, that's pretty cool.

He's there, and he's even touching the top of the pyramid. Do that, it's totally slick, I'm digging that one. It's one of the best I've seen yet.

That's a fun picture that's going to get questions, no doubt about it, if it's real. I'm just wondering by this line here in the sand if it's him really there or possibly in front of some display or something or mural.

There you go. My quick analysis of why these guys don't work and what you can avoid.

Basically, go out there and look at Plenty of Fish and see what these guys are doing and don't do what they are doing. Do what I told you and you will totally own any site you want.

I'll find some more positive examples to show you by the end of the program, but I did want to point out things that don't work. Now, join me, if you will, in our next part of the program where we talk about the first message.



# The Ignition Code: First Message

Hey, welcome back, this is Carlos, and let us get right into the first message.

The first message is extremely important, and I'm going to explain why as we go through this content, and we're going to talk about, of course, the best strategies and tactics that you can pretty much anytime.

A lot of these tactics and things that I'm going to tell you about work for text messaging, and they also work for voicemails as well as email and any other kind of electronic communication where you have that ability to just kind of send a message and let it fly, even in chat rooms and things like that.

So first of all, the same approach works pretty for any situation.

If you've already met a girl and you got her phone number, and if you've never met her yet and your contact her via a dating app on your iPhone or your Galaxy or your smartphone, if you know her and maybe you're stuck in a friend zone but you want to get out of the friend zone, which is always a good thing, or if she contacted you first and you just want to respond, this all applies to any of those situations.

It's really too important to understand that.

Now, why should you message first instead of calling? Well, timing is not important with texting.

That's the cool thing with that. When you call, you've got to catch her in the right mood, at the right time, at the right place, all of that stuff.

She's got to decide by looking at your phone number on her phone that she actually wants to talk to you or who the hell you are.

All that stuff comes in the play when she has time to talk and she's not distracted, and it takes less effort to respond to a text than a voicemail, so it's kind of like delayed or deferred communication.

A text can have the ability to call you when it's time to talk and she's got a clear window of opportunity to really talk to you, and also, again, it take less effort to respond to a text than a voicemail.

So you want to use the timing to your advantage. You want to use texting to your advantage.

# The Ignition Code: First Message

You don't have to worry about freezing up. I can't tell you how many times I rehearsed things I was going to say to a girl's voicemail.

Of course, when you do that, what happens? She answers the phone, dude, or you call and then the voicemail clicks in when you don't expect it and you leave a long running, boring message, just like in the movie *Swingers* and it gets really embarrassing.

So you don't have to worry about freezing up, and you can edit what you write in the message, but you can't change what you say in the conversation and on the phone, so there's no rewinding, there is no backspace.

There's none of that. Those are very important reasons why you should use messaging instead of calling for certain kinds of communication.

Now, what's the biggest mistake?

The biggest mistake is always a boring first message. Let me give you some examples here, "Hi, how are you? What's up? Hi, my name is.... or hey, I'm... or remember me from last weekend?"

Right there, that just assumes the frame of "I'm not very memorable. I hope you're thinking about me."

It just screams wuss on all the wrong ways. You've got to really understand that that message, it's like a calling card for you. It's like being to handle that card that says, "Bond, James bond."

We don't get that opportunity very often. As a matter of fact with any given woman, you only get this choice or chance once.

Now, why do guys make this particular mistake? Well, they want a safe first message.

They want something that's basically won't be misunderstood, and you don't want to seem weird, you don't want to seem strange, and you don't want to take any risk. It all comes down that risk factor, plus it's also a habit.

One of the things I used to talk about with my martial arts classes is the fact that you don't want to practice anything that you wouldn't actually use in the street.

# The Ignition Code: First Message

Now, why wouldn't you? Why wouldn't you practice that cool **watusi takedown 00:03:39**, the double flying kung fu grip kick, and all that crazy crap that some of those teachers would teach?

Well, you don't learn that stuff because, number one, it's not reflexive. It means it doesn't just come out at the right moment for the right reasons.

It isn't something that you can rehearse very easily. So you always practice the things that you would use because that what's going to come out when you are not thinking about it, where you're again working on reflex.

So if you are just going to just send a safe first message, that's because you're used to sending safe messages, both verbally, and you probably have a tendency to say stuff like, "Hey, how are you doing," and stuff like that instead of being more challenging and upfront and direct and more – I don't want to say in your face, but a little more bad boy with some of the ways that you communicate with people.

You might get no response or a lukewarm response because you are just following the script and she finds that definitely uninteresting. You're going to just communicate that you're like every other guy who tries to contact her.

The truth is if she's worth dating, but then guess what, a lot of guys are going to be calling her, a lot of guys are going to be contacting her, and you have to stand out from message number one that you send to her, you've got to get her attention.

Remember, the one thing that is going to make the difference is whether or not you can break through that barrier. I crudely called it the pussy force field that she puts up that basically holds you back from getting to her.

You've got to be able to bust in that zone. You've got to be able to break in and get her attention fast, because again she's looking for that dopamine rush.

She is looking for that thing that gives her that little mini jolt of, "Oh." It's kind of like you get when you successfully complete a level on a video game or you defeat a boss.

So, again, the first message should be intriguing. It has to be something that stands out. It has to be something that is not according to the script that guys usually use.

Now, when I say the script like I referred to before, what I'm talking about is this bland, uninteresting, I guess, we're taught this at birth, stupid script that you see on every stupid TV show, on every stupid movie, where every stupid guy basically puts out the most stupid opening of all time.

# The Ignition Code: First Message

I'm not saying there's one, but there are many of them. They're all bland, and they all say, "Guess what, I'm pretty uninteresting, don't bother responding."

So the trick is you've got to start in the middle of the script. The goal is to send her something intriguing that begs a response, something that she cannot resist responding to.

That is how you get them interactive. You may see this being used a lot online these days.

When they hit you up with something, if you hop over on some certain websites, they give you mini-survey to fill out where you literally can't resist taking it. You can't resist doing it.

So I want you to try this, number one, I'll give you a quick four stepper here, number one, imagine your first conversation with her. It doesn't matter how it starts.

Keep going with this imagined conversation. This is something you are going to imagine in your head or you can even write it down on paper if you really wanted to.

Keep going with that imagined conversation. Get past all the pleasantries. Get past all the small talk.

Get to that part where things are starting to finally get interesting in your conversation. When you get to the middle of the conversation, stop imagining.

Now, choose one of the phrases you imagine yourself saying. What you are going to do is you are going to base your first message on that phrase.

What we are doing here is something that in fiction writing, it's called in medias res. I'm not exactly sure how to pronounce that one, so don't go getting all highfalutin and collegey on me there, boy.

It means, basically, in the middle of things. An expert at this is Dean Koontz. He's not what I'd call the best writer around, but he knows how to write a book that just grabs you from the first page and keeps you turning the pages, and really, unfortunately, that is what book writhing has all become, in fiction writing especially.

They have to sell books, they have to make their money so what they are doing is they are dropping you in right in the middle of the action.

# The Ignition Code: First Message

I remember one of his books, in particular, the protagonist, they were in the middle of, basically, a car that had just driven off the road and was in the river and they were about to drown.

This is like first sense, this is happening. You can't stop reading after that. You cannot.

You can't put the book down. You can't do anything else. You've got to read what is going to happen next.

Well, guess what, we're using that exact same technique here. In medias res, we're in the middle of things.

You're going to jump right into the point that is most interesting. Get past all that fluff.

He often advised for new writers, by the way, to basically take the first page or the first few paragraphs of whatever it is they've written and jump forward and see if they could easily have started what they were going to write there, and most can, and it is more interesting for it

You can always go back and present that stuff you've put at the start, but we all have this tendency to preamble to just kind of – I don't know – just kind of lurk our way up to the interesting parts.

We want to put ourselves out there in a non-impositional way, in a way that is not offensive for other people, when, in fact, you've got to be willing to slap people in the face right off the bat.

I mean, literally, just right in the face get their attention and get them paying attention to you.

So let's get to the good part. Let us get to the examples.

On a dating app, I'm going to give you some different examples here. On a dating app, what you can do is you can pick something from a profile that you can work with.

It's a very easy way to get started with this because you're already given information right off the bat when I use it to construct what it is you need to do.

So imagine a conversation about that thing. Pick anything really.

Something like, "Oh, so I see you went to Comic-Con."

# The Ignition Code: First Message

Now, imagine being in the middle of the conversation and see if anything comes up with that. Forgive the example.

I mean, really, stop and think about that for a second. Imagine the conversation. You walk up to her and you say, “Hey, how are you doing? Yeah, oh, I notice you have a t-shirt on. What’s that t-shirt? Oh, you went to Comic-Con.”

So you kind of went through all that kind of upfront BS small talk, getting-to-know-you crap, and you jump right into, “Hey, maybe I saw you at Comic-Con. I was the handsome guy in the Darth Vader helmet.”

It doesn’t have to really be true. This isn’t something we have to be, “Oh, but dude, I really didn’t go to Comic-Con.”

Who cares whether you did or not. The point is that you demonstrate, first of all, that you are paying attention.

Believe me, this is the rarest thing for women. They constantly complain about this and most guys never know that it actually happens.

A woman will put information in her profile that she is begging you to seize on it to show that you paid attention to it, and most guys don’t. They’d just send her a picture saying, “Hey, want to see my dick?”

That literally is how most online profiles work. You’ve got to again separate yourself. The easiest way is to show that you are paying attention.

Now, first of all, you’re going to resist any reference to her going to Comic-Con, and second of all, your little cocky statement here about being the handsome guy in the Darth Vader helmet just begs to be talked to.

Do you know what I mean? First of all, how would anybody know you’re the handsome guy if you’re inside the Darth Vader helmet?

Again, it’s a funny line. It doesn’t have to be true. It just has to get her attention.

If you have any moral dilemma about using something that is “not” true, let’s get past that right now because quite honestly, you are going to eliminate any kind of dramatic or interesting start to your stories.

# The Ignition Code: First Message

I'm not saying you lie to him and say, "Hey, I'm a CEO of a Fortune 500 company, and I found your profile and I'd like to take you out." No, we're not doing something like that.

What we are doing is we are using these little untruths to build a little humorous intro. That again is giving that little smack in the face that wakes him some up.

So again, you've got information, use it on the profile and work it to your advantage. Ask her to choose from two things in her profile and then participate in the choice.

In other words, if she mentions two different things like, "Mango salsa or Moby? You know what, I'd give up the sauce before the music, but if I could eat while I was listening to it..."

You could make a comment on that or you can say, "Hey, okay, so I see her in the mango salsa and Moby. That is a pretty combination.

Do you eat salsa while you're listening to the Moby? If you had to choose Moby over mango salsa, could you do it?"

Just have her participate in that choice. Take two things, whatever they are, from her profile and make a choice out of them.

It's kind of like a quiz, by the way. This is one of those things that women really, really love, and you're going to notice that they are in a lot of women's magazine and on a lot of women's sites. They can't resist taking them.

My own Jen, she loves to do these things, these stupid quizzes that tell you, "So which Game of Thrones character are you? So which character from Star Wars?"

The ones that ask a few questions and they somehow decide that you're Han Solo or Boba Fett just based on these stupid little quizzes. She loves doing those, and she knows that they're totally idiotic and dumb, but she can't resist doing them.

So that is why this one works so well. You're giving her a kind of a choice and say, "Okay, quick personality test, which would you choose if you have to choose mango salsa or Moby?"

Or be playfully self-deprecating in your message, and this is again on a dating app, "My friends say I shouldn't admit it, but you know what, I like that Anytown Book 2. I really did like that."

# The Ignition Code: First Message

Then a subtle brag, “I fix cars too, so I’m not totally an effeminate. I got a macho side to me.”

Again, I used to use this one a lot, and I mean, a lot. It’s really, really effective, especially, if you feel like you may come across with an edge of, I don’t want to say douchiness, but a little bit overly aggressive male behavior.

It’s very easy for guys to do this, even if you are not that kind of guy. It’s still easy for us to slip up and do that. I’ve done it from time to time.

So by pointing out something that is kind of chickish in her profile and then tossing in this recognition that you know that there is this gender thing about it, then you’re going to stand out. Again, it’s going to be one of those things that stand out.

If you got her phone number, this is a bit easier because you can recall something you said when you met, and you should, you should be mentally noting these things. As a matter of fact, if you are meeting a lot of women at any given night, you damn well be better taking some notes or some kind of notes on your phone somewhere, a name.

What I used to do when I was doing speed dating quite a bit, which I really had a lot of success with because I worked that bugger like nobody’s business, was I would write down one or two details from each girl, because there was no way I was going to be able to remember all that information being thrown at me.

I took that back home with me on any of the women said yes. When we’re on that date, I made it a point to bring it up.

They were blown away that I even remembered anything about them, because quite frankly, they probably didn’t memorize one damn thing about me, but I managed to separate myself from the pack.

Here’s an example, “Ouch, that tequila I bought you, oh, next time I’ll buy you an Advil chaser too.”

What are we doing there? We’re giving her a little kind of a poke in the ribs of that “tequila, remember.”

That kind of gives her something to anchor and remember, “Next time I’ll buy you an Advil chaser too,” a little humor, but again, it’s a way where some people call this – I forgot what the term is, but you’re basically bringing up something that you can keep going back to.



# The Ignition Code: First Message

I can't remember the term that somebody had, but those terms don't make any difference anyways.

We are not trying to be pickup artists here. We are just trying to be more effective at getting the women that we really want.

Ask a silly question, this is also really effective. You might get a silly answer, but at least, you'll get an answer.

I'll give you an example here, "So what is more important, being good-looking or having a good personality?"

Again, another little one or the other choice, which is a kind of a false dilemma, but it's kind of like a little quiz, but it is also cool because it's a question she can't resist answering it.

You are immediately getting her attention and she's going to start up a dialog based on this. It's just fun-type question that she is going to grab onto.

Or "People tell me I look like..." drop any celebrity name in there, "I have actually been personally told that I look a little bit like Jeff Goldblum. I don't see it myself, but when I say it, they are like, 'Oh yeah, a little bit.' I don't know if they are just saying that or what, but..."

You can say, "I mean, people tell me I look like Jeff Goldblum. Who do you look like?" And this is going to get you a little bit more information about her too.

Remember, we're trying to vet her. We're trying to find out if she is a chick we're going to be able to hang with, if she is going to be the kind of girl that we can, first of all, getting more with.

But second of all, are we really going to be interested in her? Because quite honestly, you could go to a bar, meet a bunch of 19-year-old college girls and be bored out of your frigging mind.

The conversation I've had with some of these girls is like literally - I'm trying not to be too offensive here, but it's like talking to mentally handicapped children sometimes.

Every fifth word is "like," and it just drives me nuts to have to deal with that kind of girl.

That's just me. Other guys could be like, "Yeah, man, but they are so hot."

# The Ignition Code: First Message

Well, I guess you are right. I just don't have the patience for that.

But you know what, if that's the quality you are screening for and you want to get rid of, then you need to know up front, this girl could be like that.

So by asking her who she thinks she looks like, you're kind of putting her into a little position of, does she think highly of herself?

Is she going to be overly demure and choose somebody else? How is she going to put it out there on what she thinks she looks like?

Something that's' actually totally off the wall, but fun are things like, "Are pinky swears legally binding?", or "You know, I'm starting a band, can you learn the bass by this Saturday?"

Again, all these things are going to grab attention. They are going to get her interactive.

This one alone is a great one, by the way, and especially if you actually did pinky swear something that night when you were with her and you can kind of recall that and come back to it, it's a good way to recall the conversation and have fun with her. Starting the band, it's the same thing.

Again, those are examples. Silly questions are awesome ways to break in the conversation.

Now, why do we do this? Why did I give this to do?

You are going to stand out because you are not following the script that she expects. She expects a certain script from guys.

You're not sending the usual, "Hey, this Greg, this Dave, blah, blah, blah. It was nice to meet you last night. Blah, blah, blah."

She immediately looks at that and goes, "I don't remember this guy. I don't really care."

Being different will naturally draw her interest and give her that little dopamine spike that we are trying to do. Every single time you're trying to spike her nervous system with just a little bit of – I call it – the pleasure juice.

# The Ignition Code: First Message

When you do that successfully, she's going to want more of it, and she is going to associate that with you and come back to you, it's just like, well, I hate to say it, just like being a druggie in a lot of ways.

Number two, it gives you an image as somebody who is fun, and somebody who is going to do unexpected things.

You are telling her that basically you are somebody who's going to keep things exciting and interesting. That's the message she needs to hear.

So before you think, "Oh, but I don't know if I can do that," ask yourself, if you were a chick looking for a guy, would you be looking for a guy that does the same thing, the same expected thing every time, the same guy that is pretty uninteresting, kind of flat, kind of boring?

No. I'm pretty sure you probably want a little some of that other side from the girl too.

So always think about it from their perspective, what is she looking for? What is it that gets her the most reward to her in every system?

Number three, she is going to be more likely to respond. She is going to define you as the fun guy, not some guy that she met.

This actually comes up in conversations. She will describe you as being the fun guy to her girlfriends.

If you're not, then she is going to use some guy. Literally, those are the different words she's going to use, and it's a very telling difference.

Often, the next messages are going to flow more naturally because you have broken through what I call the BS barrier, the small talk barrier. You are getting right to the stuff that really matters.

There's no need to segue way from greetings to actual conversation, you're in there. You are showing that you understand this little quirk of human behavior too, and you can have fun text banter right from the start, and that's what she's looking for.

She's looking for a reason to go back and forth with somebody and play. It is play time at the playground. That's what I used to say.

# The Ignition Code: First Message

Whenever I would get a text from certain women, I'm like, "Oh, playtime at the playground, let's do this," and it works.

So when do you send? When do you send that message?

There are all sorts of advice about the optimal time to send a message or text. Wait three days or at least 12 hours or any of those crazy rules.

The only rules are when you are confident that you have something good to say, that is number one. It's kind of obvious one.

But for most guys, again, they do it when they are not so confident about they're going to say.

Number two, before too long. If you met her and got her phone number, then you want your encounter to be fresh in her memory.

You want her to remember that. If you found her on a dating app, there is really no reason to wait, right away.

Also the longer the wait, the more prone you are to psyching yourself out. The more prone you are telling yourself, "Oh, I shouldn't do it," then it goes too long and then you realize, "Oh, it has been too long so now I shouldn't bother," and you basically excuse yourself out of it and screwed yourself in process. So don't do that kind of crap.

It's better to do it too soon than too late in my book. It really is because if she was digging you at all in that interaction, she's going to want to hear from you again.

Don't do it that night necessarily. Wait until the next day.

But again don't wait too long because women that are in the market that men want are getting constant offers. I mean, if you read, and I've gotten letters from women.

I've talked about their experiences with guys. Women go on hundreds of dates in a year. Some women are literally going on hundreds of dates in a year.

Now, why? Well, it's because they are asked on it, and they know they can get free dinners.

They can go out every time. Who knows?

# The Ignition Code: First Message

They might actually find a boyfriend this way so they are always open to the possibility.

It's true when she gets older, she might become a little more jaded, but for the time being, if she's in the market and she's available and she is anything worth you chasing, she is going to be being asked out constantly.

Unbreakable rules for the first text, let me give you these because these are actually more important than anything else. These rules apply for contacting her via dating apps as well.

Number one is never start with a common greeting like hi or what's up or yo. Never use those.

Never be gushy, "God, I'm so glad we met. You're such a great person. You're so pretty when we met, or I'm so lucky I met you last night."

Or if you are on an app, "You look so pretty in that picture. You look so gorgeous. You're hot." Any of that stuff that is basically ass kissing, cut that crap out.

Never lead with a request. Don't ask her out on the first text.

It's pretty lame. It's pretty amateur mistake. It obviously tells her right away that you're a noob and you are going to be dismissed right off the bat.

Also, don't ask her to tell you about her day or even about a vacation or a special event that you know about. This puts the pressure on her to come up with something to say.

If she doesn't respond, the text conversation is going to lose all of its momentum.

Thus what happens is she feels too much pressure. It's too much to think about. You're not making it easy for her really in any way to respond to you when you do that sort of things.

Reference something that's going to be familiar to her. If you met her already and you got her phone number, think of something that you said to her when you met.

You got to have that anchor going into the conversation and you've got to be looking for it and placing it on purpose because that is something you are going to use later on.

If you do this enough, you're going to come to these realizations on your own, "Geez, I wish I had planted something in that conversation that I could now throw back at her."

# The Ignition Code: First Message

Well, guess what, next time you will. I'm telling you right now to start it now.

If you saw her profile in Tinder or anything like that, then use something from her profile, "You know, I used to have a Yorkshire terrier too. He had an uncanny resemblance to Abraham Lincoln."

Now, that's so odd again, so off the wall, she's going to respond to it. Don't be afraid of off the wall and little weird, it does get attention, and at the very least, it will spike her curiosity, again, give her a little bit of dopamine and she'll have to go out with you to find out what that's all about.

Take your time. Choose two to three things from her profile and come up with a message for each one, and then just choose the best of the two or three.

You may find that the Yorkshire terrier is not giving you anything to go on, so you look through her profile a little bit further and you find out, "Oh, she is on board gaming. Oh, cool, I play the board game at my friend's house last, last week. It was a zombie game. I'll see if she knows about it."

So there you go, you'd come up with a more interesting one. Whatever it is, take your time.

If you want this to happen, you're going to have to use a little bit of time. This stuff doesn't take much time to begin with.

Before we go in to the first phone call, I'm going to cover a few more things about that first message and just overall texting and mobile awareness.

Tip number one, this is a little side set here, keep the juice flowing. Look, running out of your battery in the middle of that critical text or phone call is a surefire way to kill that energy between you and her, so you've got to keep your phone charged.

Now, there are lots of options these days for when you get into a pinch on power. One of my favorites is these little small battery packs that you can get.

Some of them take AAs. Some of them are just sealed and you charge them, but you charge them separately from your phone and then you just plug it in when you need them.

Get one of this and put it in your car, your backpack or bag pocket and you're never going to run short on power. It seems like a little bit of a duh, but I'm also sure that you

# The Ignition Code: First Message

probably had a situation where your phone run out on you at the worst possible moment.

Oh, and other obvious tip is to have a car charger and a cable in your car, just in case.

And tip number two, you've got to say something that she wants to hear in any message. The next thing you need to do is to be able to say something interesting when you text.

Now, one of the common questions I get is, "Carlos, what should I text to her?"

Because the biggest message is basically boring her out of wanting to hook up, and the way to do that really fast is to send a message like, "Hey, what's up? What are doing? Yo." Or "TTYL8ER," which is shorthand for talk to you later.

Now, I'm going to cover more about why women hate these texts in a little bit here, but if suffice to say you got to grab her attention, don't put her to sleep.

I'm hoping I'm getting that one through to you. Make sure you have something to say before you start typing it up.

Number three is don't abbreviate, and that's when I'm talking about that talk to you later one. Yeah, I get it, you and your buddies use stuff like "H that" for hate that or wassup, you out or other little gems like that, they're shortcuts and I get that, and guys can get away with it, but you can't when you are talking to women.

Texting is a casual communication medium, but you've got to show that you are not a lazy douchebag. It makes you sound like a 7<sup>th</sup> grader who wears his baseball cap backward sideways or whatever when you use "2" as shorter version of TOO, like the number 2 instead of TOO.

Make sure you spell these things out. Don't use anything clever like, NSFW, which is a short for Not Safe For Work, or 2moro for tomorrow.

You can use common abbreviations, sure, but you are using them at your own risk. There are some women who still have to think about what BTW stand for, which is By The Way, by the way.

Now, tip number four, don't ask dumb open-ended questions. Now, I realize I'm pointing out a lot of negatives here, but they are really important.

# The Ignition Code: First Message

If you can just avoid most of the mistakes that other guys make, you're going to win by default. It really is that simple out there.

So, open-ended questions are any questions like, "How are you? What's up?" This is where you expect her to summarize her experience at that moment and tell you about it.

Again, it's showing pretty much laziness, and she is not going to be motivated to answering wide open blue sky question like that, instead always have something specific and concrete to ask her, which is why I've been giving you the examples and with more examples I will give you.

Ask her what she is eating for lunch if it's lunchtime or ask her which character she's more like on *Sex in The City*, but don't ask her a lazy question that makes her have to figure it out what to tell you.

Human brains are notoriously lazy, and we need to be led, so lead her. Vague questions basically tell a woman that you're fishing instead of hunting.

It's my best metaphor, so pay attention. It tells a woman you are fishing instead of hunting, and no offense to the fishermen out there, but being a hunter embodies everything that a woman find sexy, and she's going to know that you're the kind of guy with direction and purpose, so show her that in your text.

Tip number five, don't be too easygoing. Let's say you're setting up a date and you are looking for a place to meet for some food and she asked you where you want to go.

Now, if you texted her something like, "Oh, wherever you want to go, or I can eat whatever," you're going to look like a total wuss and you are going to get the wuss response from her, which basically she'll tell you a place and then she'll tell you that, "Oh, sorry, I can't make it," and basically bail on you.

This kind of text comes across as being annoying more than polite. Yeah, I get that you want to please her, but you do better to find out her taste and then pick a place. She's looking for a guy that can take charge, not roll over and try to be Mr. Please Everybody.

Now, tip number six is make sure you spell her name right and spell it out all the way. Years and years ago, I read this really good book, and I highly recommend it to you. It's Dale Carnegie's classic, *How to Win Friends and Influence People*.

It's still a classic to this day. Sure, the writing is a little bit dated, but you know what, you'll get the point by what he teaches for the simple process of basically being friendly and being somebody that somebody wants to meet and talk to.



# The Ignition Code: First Message

One of the items I learned and it stayed with me all these years is this, the most important word to anyone's ears is their own name. That means that you should respect that more than anything when talking to a woman.

When you get it right, it's going to show that you have attention and interest. When you get it wrong, you're going to forever turn her off and make it next to impossible to get her in the bed. Okay, got it.

Tip number seven, give more than one word responses. When you respond, you don't just don't respond with, "Nice or K," the letter K, or, "cool." These are all responses that will kill the fun vibe with her.

Remember, most women don't play video games, so what does they do instead? They text, they socialize, they play social games.

One of the number one reasons that a woman has a cellphone is to feel more connected. So not giving her enough real response to feedback and banter with you is just asking for a "sorry, I can't make it tonight" response from her.

All you have to do is feedback most of what she says back to her and she is going to the rest, right? Yeah, it's basically that old psychologist's trick of saying, "So how does that make you feel" if you really want to open the floodgates.

Oh, and I'll leave you with my absolute number one rule for texting women here. Let's call this my bonus tip, use emoji.

Emojis are those little smiley faces and funny characters you can use to tell a little story using pictures. They kind of take the edge off of just plain text.

It's kind of like instead of a text book, you also have pictures in that text book, because they kind of illustrate the points.

Use those smiley faces and the funny characters to tell a little story. Use them to explain your emotions that you are sending in case she might misinterpret it, because it is very easy to misinterpret text, or just give your response more depth.

Use them to explain your sarcasm, and especially by using the little smiley face that has his tongue sticking out, you're going to go a long way towards earning her investment and her interest in you.

Now, that's all I got for you right now. Let's come back in the next segment for talking about that first phone call and how to vet her.

# The Ignition Code: First Message

We're also going to get into some really detailed stuff in terms of the texting and other messaging that you can use to really build interest, give her the dopamine surge and lock her in. I'll be back in the next segment.

# The Ignition Code: Voice Vetting

Hey, welcome back. We are now going to cover the first phone call.

We are going to talk about how to use your voice, and this is a part of basically using your mobile that not a lot of guys talk about, because, well, frankly, I don't know if they have the understanding of how to use your voice as a potent tool to seduce women and to really get them feeling sexual attraction for you.

There's a trick to it, and you do have to use it, because you are going to be talking to her on the phone at some point or another.

You can't text your way all the way. You've got to use voice at some point or another.

So let's talk about using your voice. Phone calls can be the most intimidating thing. They can be very intimidating for guys to use.

Some guys would actually rather meet a girl face to face than talk on the phone for just one minute, which is kind of funny when you think about it, and a lack of confidence in using it. It's usually due to a past bad experience on the phone.

So what I'm going to do is I'm going to give some tricks, some ways to handle this and use this, so you don't feel that lack of confidence. You're going to feel more confident actually talking to them on the phone than anywhere else, and believe me, it's effective if you really know how to use the phone.

I still remember the days. Oh, I hate dating myself like this. I still remember the days before cellphones are really big, and yes, I used to use the regular phone.

Now, mind you, I didn't have one of those brick cellphones like you see in the movie *Wall Street* or anything like that, but I did have a regular, good old fashioned landline, and I used that to great effect.

I got in the habit of using those calls as a way to really reach through the phone and seduce her by ear. It's a very effective technique and you do need to have vocal technique.

Rule number one, whatever you say to a woman on the phone, talk slowly. Don't talk so slowly that you sound a little bit challenged to her, like you're on drugs or something, but talk much slower.

You see, the fact is, number one, confident people always talk slowly. They do. People naturally talk quickly when they are nervous.

# The Ignition Code: Voice Vetting

Now, this is a contradiction that undermines and destroys a lot of guy's game. When you are not confident, guess what, you're talking fast and you're giving it away right away because you're talking fast and you really want to hurry to get your thoughts out.

That's the reason people do that, by the way. The reason people talk quickly when they are nervous is they have this rush of thoughts and they want to get them out before the other person can either shoot them down or interrupt in some way, which is why we use things like, "uh and hmm, and er," and all those things we stick in between is because we're not comfortable with the silence between our words,

And you need to be **able to stop, that 00:02:44]** little sounds in there. That is one of the most effective ways of communicating confidence that there is.

The ability to stop, leave a little pause in there for effect, and you make use of your body language to emphasize the point that you are still talking, you're just taking a purposeful dramatic pause, and that communicates an immense amount of confidence.

Because training confidence in your voice is as important as what you say. So there is the tone, the overall tone, there's the pacing, and of course, there is a word you say, and you probably heard this before that the actual words you are using make up less than 7% of the meaning.

Well, actually, it's more of holistic thing. Your communication incorporates how fast you talk, the amount of expressiveness you use with your body language, your tone, and the word you say, it's all in there.

It's all mixed up in one giant potpourri.

Now, you can practice this in everyday conversations. Any everyday conversation you have with anybody, the first thing you're going to do is you're going to practice speaking more slowly. It's very important.

I want you to notice the shift and tone in the conversation. Notice how it sounds to your ear and notice the response of the other person based on your speech pacing.

It's just called speech pacing. It's basically a way of controlling the mood of the conversation. You will see this a lot.

One of the things I want to recommend to you as a resource, I want you to go out, and this is the part of your homework right now, by the way, so write this down, and go to Ted.com.

# The Ignition Code: Voice Vetting

It's a site where they basically host presenters and people with presentations and they hold these conferences where people with an immense amount of expertise and very different ways of thinking about certain things will present on things from science to human motivation, to sleep, to beating cancer, all of this really inspirational stuff, all of their talks are just fascinating.

They have ever written books about the most effective TED Talks and how they are paced, how they are structured and where certain points come up along the line or the timeline of the presentation. It's a fascinating topic onto itself.

But watch some of these presenters, some of them are just fascinating to watch, and some of them, quite honestly, are pretty bad.

They are pretty lame. They are just not really good at it, but their enthusiasm speaks much more loudly than their skills sometimes does.

You can tell some of them are really nervous, and who wouldn't be?

You're sitting on an auditorium with all these great thought leaders and you've got to present your thought, your concept, your findings, whatever it is, in front of the group and do it in a very limited amount of time. Some of these speakers only get ten to fifteen minutes.

So again, go out to Ted.com, watch some of their presentations and look at how they present. Look at how they use pacing, how they use dramatic body language.

Look at how they use even the things that they are presenting, the visual aids and things like that, to demonstrate what they are talking about.

Use the speed of conversation as a point of focus. Focus on your speed and you will actually focus less on your nerve. You'll actually have this self-calming effect.

This self-calming, when I focus on the words and how fast I'm presenting them, and this actually happens for me when I'm creating programs like this too.

I had to stop myself and go, "Carlos, you are going little too fast. Are you trying to rush out all this great content you've got because you don't want to take too long or you're worried about losing their attention?"

Or whatever it is, and I have to stop myself and go, "Dude."

# The Ignition Code: Voice Vetting

Well, first of all, I'm a natural fast talker, so I have to focus to slow that down, and by focusing on my speed and you focusing on your speed, you're going to focus a lot less on your nerves and on your lack of confidence.

You'll also focus less on worrying what to say. You'll have given your mind something to do with all that extra bandwidth and all that extra attention and depending how much caffeine you've taken in that day thinking you might need it.

What it does, it works. It's like a meditation as you talk so focus on that.

Focus on the breathing, your breathing is also going to set the pacing, and focus on the resonance where the word is coming from in your chest.

Are they coming from up high in your mouth? Does it sound kind of pinched and nasal?

Or is it deep down in your diaphragm, deep in your stomach? Your voice will reflect that.

By the way, they've done many, many studies. I don't like quoting studies because I'm just going to basically assume that you're going to take me at my face value, that you're going to believe what I say here because I'm an expert on this stuff.

I've done the research, and the research is that women are much more responsive to men with low deep resonant voices that come from lower in their body.

Now, I've been complimented on my voice many times. I've been complimented on that and I've also used my voice.

I was the voice of the voicemail system at the company I used to work at a long time ago, and I enjoyed it, it was actually pretty fun.

But at the same time, I spent some time focusing on that because I understood the importance of voice.

My father did too, he was a singer, and he would practice singing and getting that resonance, that diaphragm – what are we going to call it – vibration that really is the hallmark of a great singer.

So when you do get around to calling, you've got to call from a place of confidence.

When you're making a phone call, you've got to come from a place of confidence. A lot of guys psych themselves up at this point.

# The Ignition Code: Voice Vetting

They freeze when the conversation doesn't go according to the script that they have in their head, or the imagined process that they are going to go through.

But really, the only thing you can do when it comes to a conversation with a woman is not map out the words or what you are going to say, the only thing you can map out is the flow that it's probably going to go in.

The flow is kind of like this, there is going to be an initiation of the call, and then there is going to be a response to that initiation, which may or may not stay on the same track. It may throw you off track or there may be a diversion here or it stays on track.

But there will always be slight diversions within the conversation. Some of them will seem to be a complete U-turn, which will throw you completely off, but you've got to expect those.

When you do, you'll know and you will expect, and it won't throw you. That's really what it's all about.

You're not going to be thrown off by the experience. You'll actually be kind of prepared and ready for it when it happens just by knowing that it's actually going to happen, and it won't throw you off.

By not being thrown off, by the way, right there is most of the solution. You'll just be able to realign and go, "Oh, okay."

So when it doesn't go according to the script, just stop and realize that really you can't script out the call. Planning or practicing the call simply doesn't help.

You need to call, of course, when you are in that place of confidence.

So wait until you have a chance to kind of boost your feelings of, "Oh, okay, I'm feeling good. I'm feeling confident." Do something that you're good at before you get into that phone.

I found one of the best times to call women is right after I get done from the gym. I've had a good workout.

I'm feeling in that calm, blissful kind of endorphin zone that you get to when you've worked out for a good period of time and your body is feeling good and you are feeling just a right amount of depletion.

# The Ignition Code: Voice Vetting

Now, if this is like an excruciating workout where you totally drained yourself, don't go there. I think you need to wait for a little bit of recovery, but it's a good time to think about it.

Because I also feel very confident after I get done from the gym. I'm like, "Oh, that was a good workout, man. I'm feeling good."

I can put you into a good mood. Generally, it is hard to be in a bad mood after you've worked out at the gym, unless it was a really bad workout.

Your process, your results may vary, so find something that you feel confident doing, whether it's playing an instrument or whatever your hobby is.

You can play a video game even. Take a break when you are feeling good, when you just got that boost and then go make the call.

Don't call when you are not feeling good about yourself, dude. It's just a simple solution, but most guys, again, psych themselves out.

Worrying or planning a script does not lead to confidence. You're basically admitting, "You know what, I'm going to mess up."

By creating script, it doesn't give you confidence. It just says, "Oh, you don't know what you are doing, so you better write it down so you don't screw it up."

But you're really kind of subconsciously telling yourself, "I'm going to screw it up."

So the trick is to adopt the right mindset. Coming from that place of confidence is 90% of it. It's not the words, I could give you words.

By the way, if you're wondering, "Good God, Carlos, when are you going to get to all of these great text messages and words and stuff?" They're coming, dude, they're here.

I'm going to be covering more of that actually in next steps, which we are going on to right after we talk about vetting. This is more of the preliminary stuff.

But don't worry about the precise words, if you do, you're focusing completely on the wrong thing because it's a rabbit hole, as the saying goes like, "The rabbit hole and Alice in Wonderland."



# The Ignition Code: Voice Vetting

You can go down that hole and never get back to the surface because you are too busy thinking about this and that and what does she think about this.

When you start to think or try to think too much from another person's point of view, you sabotage your own ability to be effective.

So, don't worry about psyching yourself up, instead just focus on keeping her from feeling shy.

This is the trick that I use and that guys who are really effective on the phone know how to use, which is focus on her as this person who is shy, and maybe you can imagine her as somebody you're trying to talk into getting on stage to perform or whatever it may be, but just focus on the fact that she is the one who is probably shy at this point and you've got to bust her out of that shyness.

You see, people don't like to hear on shy or nervous people because it reminds them of times when they feel nervous or shy, so her being shy is going to reflect back on you and you can get caught up in that particular thread, because everyone had this reaction to certain situations.

There is always a situation that they feel shy in because of past experiences in the same thing. So you want to make sure that you communicate with the confidence and you help her get past it, because as soon as she is confident talking to you, it's going to reflect right back on you and you are going to feel confident talking to her.

This is why women react poorly to nervous guys, so keep telling yourself this mantra, "Don't let her get shy." Don't let her freeze up. Take the pressure away from yourself and it gives an action to focus on.

You're focused on doing something instead of focused on avoiding mistakes, which, by the way, is, as they say, focusing on not losing, instead of winning, that's always a losing strategy when it comes to anything, especially with women.

This is a powerful distinction, by the way.

You've got to be focused on doing positive action instead of avoiding negative action. I want you to write that down if you are taking notes. You need to be focused on doing positive action instead of avoiding negative action.

This is an important trick for setting the tone of the conversation. It's very, very important.

# The Ignition Code: Voice Vetting

It also sets your attitude. So try this positive action mindset the next time you feel shy or nervous.

Whether it's with a girl or at work or whatever the situation is, focus on how the other person probably is feeling insecure and inadequate because I guarantee you, they probably are.

A lot of guys don't realize this, that they're so focused on their own internal head space, they don't realize the other person is feeling just as off kilter and uncertain.

Again, it works because it helps you take the pressure off yourself to stop thinking about yourself and you're focused on positive action instead of not screwing up, which is negative action.

Now, a lot of stuff in there on tricks, but that's the psychological side of this, to really performing on that first call, and we're going to cover exactly the things to say and so forth, but I want you to know the underlying philosophy behind the stuff.

Now, finally, how do we vet her? What are we talking about when we're talking about vetting?

We want to make sure that she is not going to be a drama queen, first of all. When we talk about vetting, the term comes from what I used to use at my job in the corporate world.

God, I hated that.

But what we did was we talked about vetting things, and what it really means is putting something in front of somebody else for approval or denial in a way. So if they said to vet that past so and so, you had to go over and talk to so and so and see if you get their approval or they're buying on it and blah, blah, blah.

Well, that stupid corporate politics aside, you, my friend, are vetting women. Basically, they're being put in front of you and you have the ability of veto or approval, and that's all there is to it.

When you really adopt the frame of a guy who has that power, by the way, it does complete change. It turns your attitude around 180 degrees, well, at least 90 degrees.

It gets you in the proper frame of mind to really just communicate attitude when you come from that place of power.

# The Ignition Code: Voice Vetting

So what you are doing is you're vetting. You are making sure she's not going to be a drama queen. Drama queens suck.

You don't want them. Don't date them.

I'm telling you right now, I don't care. You could show me the most beautiful women in the world and I'll show you a guy who is tired of her shit.

Don't go there. It's going to be more problems for you in the long run and eventually, guess what, the attitude is downward spiral until the relationship decays, and she'll either cheat on you or leave you, or you'll be cheating on her. It never ends well.

It's also a very difficult thing to cure. That's why you select up front, no drama queens.

Have strict morals that make her uptight. You want to make sure she's not going to have these strict moral or ethical – well, I don't want to ethical.

Morals and ethics are two different things. I'm not going to go into details here, but morality is very subjective to a person. We can invent our own morals.

Sometimes we do. Sometimes, we get very caught up in this moral stance of what's right or wrong, and it becomes a judgment on men a lot of times, by the way, within a relationship.

But if she could be uptight, meaning she is very structured. Not very fun is really the equal sign after this. It equals not very fun.

You're going to be unhappy with her. You're going to be fighting constantly to get what you want from the relationship.

Even if she is dating you and giving you sex, it's always going to be difficult. It's always going to come with a tainted edge of prudishness or difficulty, and it's just never going to be great.

When you are stuck on that side of the equation, the scarcity around sex, let us put it that way, inevitably causes damage to a man's attitude within a relationship. It either totally pussy whips you up some or it makes him lash back out in kind of an unhealthy angry sort of way.

You don't want a woman who's going to try to change you right away.

# The Ignition Code: Voice Vetting

There are a lot of women that will take you on as their pet project and see how much they can change because they are never satisfied with a man they're with. They have too high standards, and again it's not a good situation to be in, just like the drama queen.

You've got to make sure she's not going to be a gold digger or be high maintenance. High maintenance is related to drama queen, but it's a different flavor.

High maintenance is she needs constant attention. She needs constant talking to.

She needs constant stroke. She needs to constantly know where you are.

She's just constantly needing, and she's a big, giant sucking hole of need. So be careful of that one, you don't want that.

It's especially true of women with issues or flake. There are a lot of women that are just plain not very good about standing up and doing what they need to do and being there for you quite honestly.

You need a woman who's going to really show up and be there.

It starts from very first date and it goes throughout your relationship, so her showing up is actually a very good sign. Sometimes, when a girl flakes out on me, I mean like, "Thank you. You eliminated yourself from the pack."

I've had women call me up and actually try and asked for a second chance, and I had to tell them, "No, sorry, I got to go with my gut and you flunked. Think about that next time you date somebody else."

First impressions are usually right. They usually are.

We don't want to admit it, but they usually are. We usually know right off the bat. We get a sense, a vibe or a feel from somebody.

Then there's the other side of this saying. Don't you hate that?

This is all besides of the saying that says, "Give them a second chance, maybe they just screwed their first impression."

# The Ignition Code: Voice Vetting

That's true, but quite honestly, more often than not, the first impression was right in the first place, and I have to go with that, even at the cost of eliminating a possibly decent candidate.

There are too many friggin' women out there for us to get hung up on scarcity thinking and to go into the mindset of "Oh, I'll give her a second chance" is to go into, "Wow, there's just not enough women for me to possibly date or sleep with."

I just got to go back into pool. I got to go back to the pool, on people I've already talked to because I'm running out. It's scarce."

It's never scarce. There are plenty of women.

Just keep rolling the numbers and keep going through them and that helps your attitude, and this is all about attitude more than anything else, by the way.

Even if you didn't net a girlfriend or two or at least a good bed buddy for several years or months or weeks or whatever it is you need, even if you didn't get a woman, ultimately this attitude will net you the attitude that does get women.

It just gets them because you adopt a mind frame and a mindset that tells them you don't see women as being a scarcity thing that you have to basically beg and cajole and just totally sacrifice yourself to get one.

The reality is that guys will overlook red flags if she is good, if she is hot.

If she's a hot chick, we're going to overlook a lot of red flags, but deep down we know those qualities, like she is a drama queen or that she'll only go out with guys who spoil her with expensive dates at those expensive restaurants, and a lot of guys fall for that because they just want to get some of that pussy.

I have to say it. That's what they're really there for, and it's like your mind gets so caught up in it and you get just wound up in this desire to get that one girl because you are basically obsessed on a certain level.

Sometimes it's not clear, especially online. You need to ask questions to guard against women who aren't worth the effort.

Now, there is only so much you're going to be able to do as you go through this process of texting, of using apps, of using your mobile phone to screen out women.

# The Ignition Code: Voice Vetting

The best one is going to be when you finally get to talk to them. You're going to hear things in her voice. You are going to hear from her attitude.

You are going to hear how well she jives with you. Does she mesh with your personality, or is she always a little bit off, kind of like two gears that their teeth aren't quite meshing right?

Is she worth your effort? Ask yourself this.

Does she talk about or mention having her own life? This is pretty easy to figure out, by the way.

Ask her about her hobbies. What does she do when she is not working? What does she do when she's not at the gym?

Or the usual stuff, you're going to hear a lot of usual stuff, "Oh, I really like yoga." You can go to yoga classes, but it doesn't make it a hobby.

It doesn't make it something that you're genuinely interested in. You are possibly going just to meet up with the girls and go get some coffee afterwards for all that we know.

Listen to what she is passionate about, and if she talks about these things willingly and excitedly, well, you're good to go.

She has to have her own life. She has to have her own passions and interests.

That means the following, number one, if she does, she's not going to totally rely on you for entertainment, and believe me, that it does get old.

You don't see these things up front, but later on, once you're invested in the relationship, it makes it harder for you to escape from because you didn't screen properly. You didn't vet her upfront.

Number two, she is not going to put pressure on you to show her a really great time all the time. She'll try to create a good time with you.

I can't emphasize enough this one distinction, is she waiting for you to create it for her to entertain her, to worship her, to put her up in the pedestal, to do whatever, or is she participating, is she trying to create it with you? It's a vital distinction you have to look for.

# The Ignition Code: Voice Vetting

She'll have plenty of things to talk about with you quite frankly. If she has her own passions and interests, she'll have things to talk about with you, things to bring up, and conversations will flow more easily.

Now, why is this important? Well, duh, think about it, some women rely on guys for everything.

They rely on him for their entertainment, for their self-worth, for the money, for everything in their life, and the end up being demanding and bossy to get these things. Worse, they will be disappointed if you don't deliver.

Now, disappointment from a woman is very manipulative, and she knows how to express this in a way that might get you jumping through some hoops, might get you doing some unhealthy things in the relationship.

You may have done this before already. Just look at how well women understand this at the very fundamental level.

They know that men, one of our prime drivers is to make women happy. We know that when we make women happy, they reciprocate. So make sure you watch for that.

This is one thing to do, ask her for a day date. Ask her for a daytime date.

If she expects the full treatment, she is not going to like this idea. Drama queens like the full formal first date experience. They want to go out to a big dinner and have you spend money on them and all that stuff.

So if she shoots an idea of going and doing something cool during the day, it's not good sign. She doesn't have to say yes.

She could be busy that day or whatever. Just see how she responds to you putting it out there.

Now, of course, it has to be a real invitation in case she does say yes. Don't just put it out there for pure testing value. Make sure it is something that she can actually agree to.

Like at short notice, let's say it's Friday night and you're talking to her and she said already that she's busy on Saturday night, you could say, "Hey, you know what, I was just thinking, I'm going to be down pretty close to where you are, over at the Starbucks. Do you want to get some tea or coffee over there and we could just talk real quick. We've got about maybe a half an hour and then I may have to split."

# The Ignition Code: Voice Vetting

Put it out there like that and see how she responds, because some women will literally say, “No, let’s just wait until we can have a full day or things like that.”

There are a lot of ideas for day dates, by the way:

1. It’s what I gave you, meet up for coffee.
2. Invite her over to watch a game with you and your friends. That one is very good and it’s very safe because you are going to be friends. You’re probably not going to want to do this right upfront though because that’s a little intimidating.
3. You can invite her to go to the bar where you are watching the game with some friends. That may be a little easier for her.
4. Tell her you are having a barbecue.
5. Have a happy hour meet-up. This is a good one because you can segue way into a nighttime date. I highly recommend that one. You can cut it off if she doesn’t meet your criteria and you can continue it if she does and if things are going well, and believe me, it does work well.

Red flags to watch out for, does she ask you what kind of car you drive in any way, shape, manner or form. Really listen to it because it might sound innocent at first. But if she does this, be purposely vague.

She could be just trying to connect with you. She might be just asking a question knowing that guys are really into their cars, “Hey, all guys like cars, so I’ll ask him about his. He’ll like that,” because that may be the way she’s thinking.

But if she pushes this question where it has a negative reaction, that’s when your red flag pops up. If she does ask you, the way to be vague is just simply to say, “Oh man, actually, that’s a good question. I bought a Toyota because I really wanted the reliability, and I brought it in for service.”

You kind of take the conversation on another tangent there. Now, the only thing she knows is it’s a Toyota. It could be anything.

Now, if she starts to act a little weird, you can kind of gauge if the attitude changes before and after that question. The same goes for asking about your job, your income, the size of your house, where do you live.

These might be questions for later on, but if she asks them right up front, it’s a serious red flag. If she starts getting into these details a little too early, it’s a little weird, and you can kind of detect chicks that are a little bit too high maintenance right up front.



# The Ignition Code: Voice Vetting

If she talks about herself as sexy, hot or beautiful, if she seems to be hung up on herself or a little too aware of her own status in the sexual marketplace, you do want her to be confident, but you don't want her to need to be the center of attention all the time because this is a very important distinction unto itself.

Whether they're good looking or not, "I'm beautiful"-type girls say this to draw attention, not because they are confident. That's usually the last thing.

Do you know what she does think? That she's beautiful.

By the way, a lot of guys think that if a woman thinks she's beautiful, she's going to be confident. Nope, not at all.

I have yet to meet any woman that can really outdo men in terms of confidence. I've met some women that can actually come close, but I can still see the cracks.

I can see the chinks in the armor, and I can tell that they're not genuinely secure in their own skin. It's a fact with pretty much all women.

If she is negative, it's a major red flag. Bad experiences are a part of life, but you don't share them with people you barely know.

Just coming out negatively about it is not a cool way to start a conversation, unless something imminent happened.

I mean, like I called one woman and she said that basically down the hall from her, her neighbor's apartment caught fire and it almost burned down the building, and it was something pretty fresh, and even though it sounds negative, it was also probably pretty scary for her, so that one is acceptable.

But again, drama queens and narcissists do these things. They do share these things with everybody.

Not only do they complain, but they expect you to show that you feel bad for them. That's what they're really looking for.

If you don't listen and share their pain and give them a bunch of "feel good" phrases, then you get a negative reaction from them. If she mentions something negative, watch out for that.

# The Ignition Code: Voice Vetting

Watch out for anything she mentions as negative. Just take acknowledge it and move the conversation in another direction away from that topic.

If she comes back to that negative thing, watch out, you may have a drama queen on your hands or somebody that's – I call her basically – an Eeyore because she thrives on her struggle and she won't be happy unless you are there struggling with her.

Actually, there's this great song that actually has a lyric in it that says, "I don't know why life is so difficult for you," and that's what it is. They enjoy the difficulty of life because it gives them a story to pursue.

They've got no real identity, so they just want to be known and appreciated for their struggle and their pain. That's all their identity is made up of, not who they can be in the things they can do, but the struggle they are going through, and that is a very negative thing.

All right, join me in the next section. We're going to start in with next steps where I'm going to get into some of the very specific details of all the texts and the things to say and all that clever stuff is coming up next, so join me there.

# The Ignition Code: Next Steps

## Part 1:

Hey, this is Carlos. Welcome back to next steps. What we're going to go into now is really basically finishing up the process and give you an idea of how to leverage each form of communication most effectively including some examples that you can use.

Of course, what you need to do is to be customizing this stuff. I can't emphasize this enough. I can give you all the best information on the world.

I can give you every word to say, but quite honestly, if I gave you a script, they'll be like pulling a script down in the middle of a conversation and reading from it.

It wouldn't jibe with what was currently being said, so you have to be able to what we call calibrate or fine tune which is to take words that I will give you and modify it, change it to suit the circumstance, and of course, inject in your own personality at the same time.

Now, this is the part that a lot of guys get a little bit freaked out about because they think, "Oh my God, I mean, if I haven't been successful in the past with women, then who I am is not going to attract women, therefore, I can't put any of who I really am into these texts, into what I say, into what I do, blah, blah, blah, because that will just mean failure."

I mean, this is the emotional trail of logic that all men go through. I went through it.

Most of the guys I've ever coached have gone through that same feeling of anything that is me is inherently not worthy because that's what kept getting rejected in the past, so you lose faith. You lose confidence in yourself.

That's not really a case at all. It's not the situation that's creating your problem.

The creating of the problem is really just pretty low on the scale. It's actually more along the lines of leveraging techniques and being sincere with them and knowing how to do that effectively.

So anyway, I'm going to get right down to what you need to know to make all of that, including what you may or may not be doing right now, successful.

So don't forget to build. This is the first part of this. Remember your goals.

What are your goals? Your goals are always to get a face-to-face date.

# The Ignition Code: Next Steps

You always want to be in her – I don't want to say in her face, but yeah, I guess, in a way you want to be in her face.

You want to get a face-to-face date. You've got to be there with her.

In this age of guys basically leveraging their time in front of a TV screen to play video games or in front of their computer screen watching porn on the internet, we are starting to lose touch with the fact that the reality that we want is a real woman.

It's not one that we just look at through a screen or fantasize about in our head. We want the reality, the face-to-face woman that we can interact with, that we can have a relationship with, so your objective is always to get the face-to-face meeting with her.

Number two, build attraction. Build sexual tension. Attraction is a very nebulous term when it comes right down to it.

Yes, we kind of know what it means. Sexual attraction is really sexual tension.

It's a feeling of slight anxiety and uneasiness between a man and a woman. That's really what it is in a lot of ways.

It's not a comfortable feeling. It's never meant to be comfortable, but what we can do is we can make it comfortable for you and sexually intense or somewhat sexually excited for her.

That's what's necessary and everything in the universe runs on a polarity, one thing seeking another, the north polarity of a magnet seeking the south polarity, the positive seeking the negative on a battery.

The positives and the negatives of the universe really make things happen, and that's the same thing that happens when we get men and women together. I don't want to get all Northern California weirdo on you, but that's really what it comes down to.

So we're building sexual tension, and so we have to become calm and at ease with sexually intense situations or sexually intense conversations where there is a tension in the air. It's a good kind of tension, not one that you have to feel uncomfortable about or weird.

Then we set up the dynamic so that everything just flows on the date.

# The Ignition Code: Next Steps

When you have enough sexual tension there, the woman is going to want, she's going to desire and she will make things happen. She's already in motion towards your goal.

That's what we're doing is we're kind of giving her that little nudge over the top of the hill that starts her rolling downhill towards your goal.

So we set up the dynamics so everything just flows, and by the time you get it in motion, it's all working towards you.

So the number one rule is to always build on one of those three goals:

- Getting a face-to-face date
- Building the attraction and sexual tension
- Setting up the dynamic so that everything will just flow on the date. There won't be any chance of rejection, there are no nos. It's all a positive motion forward.

If it's a text or a message or email and it doesn't do one of these three things, don't send it. That's my iron-clad rule.

If you're just sending something to send something because you feel like you waited too long or you just wanted to continue the conversation, no, you need to stop thinking that way.

It's the same thing with conversations in person, in fact.

Well, it's a little less so in person because it's actually more about the vibe you're setting up so sometimes you do have those cheap starchy filler sentences and things you say to each other. They just keep thing going.

But if it's a text or a message or an email that doesn't work on getting a face-to-face date, building the attraction or setting up a dynamic, then please don't send it because you're just sabotaging yourself.

Think of it like a movie plot. You're a screenwriter and you're building towards the climax.

Hot date, maybe it's having an actual climax with her. This is what you have to be thinking about.

In fiction, there is a certain cycle of events that happen. There is what they call the first act, the second act and the third act.

# The Ignition Code: Next Steps

The first act is kind of the setup, and that's where the tension and the conflict are set up.

The second act is where there's lots of tension and the hero is fighting for his goal that he's trying to accomplish, and there's a crisis point.

Then in the third act, we have what they call resolution where it all gets figured out in the end.

The same sort of thing is happening not only on in the process of meeting and getting together with a woman, but even on just a single date that you go out with her on. So every beat in your script that you're setting up should move towards that climax, the end or the goal that you want it to go to.

I was thinking about this recently, some of the great action movies that I really like, and one of them is Predator, the one with Arnold Schwarzenegger and all those merry band of mercenary misfits, I call them.

It's an awesome cast. It's just a great chemistry in all these guys.

Jesse Ventura just blasted the hoot in his role. I keep thinking about that line about sexual tyrannosaurus.

So what you've got is the same kind of plot and that it works towards the climax. That was when Arnold fights the Predator basically face to face, and this is a big thing you're working towards the whole movie. It's an awesome movie that way.

So how do we not lose the plot? Well, understand that it won't always be perfect.

Again, things change. Things are always going to be in flux and in motion.

You have to stay on target if it doesn't work out right at first. Don't change your plans or goals if something doesn't go perfectly right.

The reason she turns you down, flakes or doesn't respond to a message, here are the reasons that she doesn't respond or she turns you down or she flakes.

1. That really she's preoccupied with something at work
2. She's with friends
3. Her phone has a low battery. This is also a very common situation. Guys don't realize how much time women really do spend using their phones and they

# The Ignition Code: Next Steps

frequently run out of battery and they have to go charge it, and that leaves her either away from the phone or less accessible to it. It happens quite a lot.

4. She just missed your text alert.

It's just the way it is. It's kind of like those movies where there is a misunderstanding because somebody is going into the room just as somebody is leaving and somebody leaves the room as somebody is coming in.

It's that constant just missing each other sort of thing.

So the point is this, don't assume it is game over if she doesn't respond exactly how you want. You can't read too much in the text.

Women are guilty of this, way too guilty of this. Of course, guys even panic when stuff like this happens.

They make it worse by sending a follow-up message that seems a little needy. If you've ever messaged her and had her not respond right away and you're like, "Oh my God."

You're imagining that she's sitting there looking at the screen trying to figure out if she wants to reply to you and then thinking, "No, I don't want to reply to him right now. I'm going to wait. I don't know what to say to that. That's boring. Eew."

You're imagining every circumstance except for the reality, which is she probably hasn't even seen the text. So again, don't panic.

Have a game plan and do not deviate from it if something negative happens. This is really important that we set this sort of thing because the one thing that separates the men from the boys when it comes to getting success with women is the guys who succeed have their plans set out already in their head.

They know that they're not going to deviate from their strategy.

The other guys, when it comes down to in the field motion of troops on the battlefield, they are changing stuff on the fly too fast and screwing themselves up as a result.

So ask yourself, number one, what are your goals? Go back to the three basic goals every time.

If she turns you down for a date or doesn't respond, then you go back and work on the other goals.

# The Ignition Code: Next Steps

Remember what I talked about before, your goals. I'm going to keep these open up here.

Get a face-to-face date, building attraction or setting up the dynamic so that everything on the date, it's going to go smoother and faster and easier.

By the way, that one, for a lot of guys, can be a little bit like, "What? What do you mean by that, Carlos?"

What I mean is that you're either getting information or giving information or you are stacking the deck basically in your favor.

If you were to get a deck of cards, and that's going to be how your date played out, you'd be turning the deck over, putting all the queens, the jacks, the kings and the aces up near the top so that everything is going to work for you, and I'll talk a little bit more about what that is in a little bit.

Don't change or add other goals. Don't go changing that or adding other goals.

Guys think that they need to do something different, and they get desperate when something negative happens. They think they have to step up their game, and this basically leads to bigger problems every single time, so don't get caught up in that.

The goals are always about what you can do, not how she reacted to what you did. Let me say this again. This is an important rule.

The goals are always about what you can do, not how she reacted to what you did.

This is an important distinction and dynamic for all types of dating situations. Again, it goes back to do you have a strategy that you're staking to, and are you making it your rule or your law, and then you're not letting too many little things in the moment throw you off and make you change your course.

Again, most guys do, which is why they fail. It's your choice.

Just move on with your game like the negative thing never happened, or use the negative for your next message if she responds adversely.

I'll give you an example here. These are some replies that are really good that you can use.



# The Ignition Code: Next Steps

“I’m not sure if you got that last message. I tried to text using my rotary phone.” That’s a great way of saying, “Hey, are you out there? Are you listening to me? What’s going on?”

But you’re not sounding needy in the process, and you’re sounding like you’re not sure if you might have screwed something up on your end, which is why you’re checking in. It doesn’t sound so needy.

I would use it very sparingly, and really if you can avoid it, don’t use it at all unless you think there’s something really wrong where they really didn’t get your message because sometimes that happens too.

When you’re on your phone checking messages, you’ll sometimes scan somebody’s conversation and you’ll see that a new message just come in, but then somebody else’s message comes in when you’re reading their thread and then what she does is she switches over to their thread losing the fact that she still needs to reply to yours.

That’s most often how that sort of thing gets overlooked. She was actually thinking of the response, probably ready to even type it in, maybe even started typing it in, but got interrupted by another conversation thread.

This is the fickle nature of a woman’s attention, and you have to be willing to deal with it, and you have to be willing to basically poke her on the side to get her attention back again, but doing it in a way that doesn’t say, “Hey, are you paying attention to me? I’m being needy. Can you pay attention to me?”

Another way you can do this is, “So you must be old school, carrier pigeon messages instead of texting. I’ll check my coop.”

Again, another funny way of saying, “What’s going on? Are you responding me here, girl? What’s going on?”

It’s always with an edge of humor. That’s what I really want you to notice is that each one of these finishes off with a little finishing touch of humor to go with it.

If you don’t do that, you’re going to run the risk of again sounding needy, sounding like you’re pushing too much too hard. You’re too much of a killjoy, too insecure.

Again, the rules are it has to be fun and it can’t place any blame on her for not replying to your text. You’re not blaming her.

You’re always saying, “Oh, you know what, I don’t know what happened there. I dropped my phone.”

# The Ignition Code: Next Steps

It could literally be that simple as, “I just dropped my phone. I wasn’t sure if the text went through. Luckily, the screen didn’t break.”

I’ve used that one before in the past too. There are ways to check in if you really think she’s not responding.

Just always assume that she read it and she wanted to respond, but she just didn’t get a chance. So again, leverage the negatives to your advantage. Don’t lose the plot.

Now, we’ve got to get a face to face. Here are some texting and messaging tricks overview, and I’m going to give you a lot of examples here, which you may or may not write down or at least reference from the program.

First of all, build a curiosity. Everybody is naturally curious.

We’re curious about everything around us pretty much on a daily basis because it represents a new thing, something different, and something off the beaten path.

We are so hopelessly bored in our society today and so our attention spans are so hopelessly shortened by this influx of information and media and advertisement and television shows and crosscut editing.

Oh man, it’s really ridiculous when we get down to it and we start looking at society as a whole and what we’ve become used to in terms of entertainment and how much advertising we accept on a daily basis.

Just go to your average web page that you like to check on a day-to-day basis and you’re going to be totally flooded with messages here and there everywhere trying to grab your attention.

So while that may seem stimulating and it is, it’s not the stimulation we’re really looking for. We’re looking for the thing that grabs our interest that we want to know more about, and that is what curiosity is based on.

Be purposely vague or promise a big payoff when she goes out on a date with you. So these are things that you want to be able to do, and we’re vaguely promising this payoff to her in a way that says, “Hey, if you go out with me, you’re going to have a good time. You know you’re going to have a time. I’m not going to tell you everything is going to happen, but you owe it to yourself to find out.”

She’ll be like, “What? What? What?”

# The Ignition Code: Next Steps

So some examples of that, “That is something that can only be spoke of over wine.” It’s one I’ve used frequently, or you can use any type of beverage.

I’m assuming that you’ve gotten some intel, some knowledge about her that you can use here.

“Oh, that is something that can only be talked about while we’re \_\_\_\_,” and that blank, that thing, has to be fairly nebulous while at the same promising a little bit of a payoff.

So being spoken over wine and she totally digs wine, it’s going to be appealing to her.

Another example, “I’m going on challenge John Travolta when we hit the dance floor,” and without actually planning to meet her. This is kind of like a “middle of the script” trick is what I’m talking about here. We send that before we’ve even talked about an actual date.

So we send it without actually planning to meet her yet, and again, it’s like a “middle of the script” trick. What we’re doing is we’re jumping into the action. Remember, in medias res, in the middle of things.

So when we say, “I’m going to challenge John Travolta when we hit the dance floor,” she’s going to be like, “What? What? What dance floor, where?”

So you do it again before you’ve got anything planned and it has more effect.

Actually, I supplement this one with, “And not like Saturday Night Fever, more like Pulp Fiction.” For those of you that have seen Pulp Fiction, you’ll know exactly what that is.

It’s the same with women.

Number three, off the wall, “So this weekend, alligator wrestling?” Or, “I don’t know, last time I was at that place, but it’s time to try it again.”

I’ve open up a huge curiosity loop there, and she’s going to be desperate of result, “What happened at that place? What do you mean?”

That’s what’s going on in her head. We’re opening loops, and open loops are one of the best ways to capture and keep people’s attention.

Open loops are quite simply giving them a hint of something that they will want to know more about and not telling them.

# The Ignition Code: Next Steps

It's like a cliffhanger. I'm playing this game.

I'm playing board games lately with my friends, and one of them is called Fortune & Glory, and it's based on the premise of those old 1930's action serials, those movies that would draw you back to the theater just to find out what happened to the protagonists, and it was the same idea that George Lucas had when he created Indiana Jones.

But these are old serials only making a character that was bigger than life and more fun and obviously hugely successful, and one of the things they stuck in there was cliffhangers.

Before your turn ends, if you fail at this attempt, you have a cliffhanger that keeps you hanging on the edge of your seat to wait to find out how it's going to turn out.

It's cool. It's a great game mechanic and it's also a very, very effective social tactic, to keep somebody interested in the conversation, so you need to be using these a lot.

You need to be saying things that are purposely vague, leave little holes that you're deliberately not telling them about and teasing her with that. The more she'll want to know.

It can be as simple as something she has brought up in her profile or something on her Tinder or anything really. She texted you and you can throw back at her in a way that says, "Hey, I just found out about this. Oh, well, I'll tell you more when we actually get together."

It's going to drive her crazy. It drives them absolutely freaking nuts to find out what it is, and it works.

It always works. It seems almost cheesy in a stupid way, but it actually does really work.

Non-creepy sex talk, it's non-creepy. I'm emphasizing non-creepy here.

If you're not familiar with how to do sex talk to a woman and not sound creepy, you need to just kind of avoid it for now until you get the feel for it because you want to build sexual chemistry without scaring her off, and it is very easy to basically trip over a landmine and blow yourself up on this if you don't know what you're doing.

The trick is that really that you need to be sexual, but in a subtle way. Bring up bed, body parts, skin, body contact, but never the actual active sex and you'll never going to have to use profanity quite honestly.

# The Ignition Code: Next Steps

There are a lot of guys that emphasize the use of profanity, and to girls you've been talking to where you have had some contact with, it's really something you should just hold or leave out of the conversation. You can do it totally without.

It has to be subtle. Let me give you some examples here.

This is really important to have some examples of this one, "I'm a champ, so what about your pillow fighting skills?" Again, we're talking about something that implies being in bed and again, pillow fighting, which in a woman's mind is always around the somewhat erotic event of pillow fighting.

"What kind of music do you think is appropriate for snuggling?" That's a good one because, again, we know where snuggling leads to and you're implying something just before sex. It's not really that.

Number three, "Wow, that lady had a color of lipstick that reminded me of your mouth." Now, that's a great one because that, again, we're talking about the body parts, we're talking about the thing that we'll be doing something at a later sexual predetermined time, but for now, it's left very open-ended.

"A coworker just laughed at my dry hands. What's the lotion that makes your skin looks so delicious?"

Or you can use the joke or the double entendre, "What's your favorite position, yoga position? What do you think I meant?" And that's a good one too because I always let women have the dirty thoughts.

I put words in the conversations deliberately to make women think of dirty things, and then I pretend like I didn't notice it, and girls all the time, they giggle, they laugh because they want to be given permission to be naughty. Every woman wants that permission, and the more you can give it to her, the more she will give it to you.

I go back to the story about my sensei who used to have this little joke and I kind of picked up the thread of it. Whenever we were talking to the girls that we're teaching, we'd always talk about their lesson, the private lesson that we'd have with them.

He'd say, "Well, let's see, you're a little late, so I don't know if I can do you now, but I might be able to do you after her, and I can't do you with her because we're working on some other material right now, and..."

Do you see what he's doing?

# The Ignition Code: Next Steps

He's playing with that little "do you" type thing, but he pretended like, "I don't know. I don't know what you're talking about. What do you mean? Oh, you mean that. God, you got a mind that's in the gutter," and then you attribute all that nastiness and dirtiness to her.

Don't set yourself up for rejection. There are tricks that can keep you in the game even if she won't go out with you.

That's the beauty again of electronic communication. You can keep it going until you can finally wear or erode her down to the point where she will relent and give you a chance. It does happen all the time if you're persistent.

In fact, that is one of the things that women do find attractive beyond the stuff that we talked about in terms of confidence and you've got to be this and you've got to do that.

Quite honestly, persistence, relentlessly, never tiring and stopping your pursuit is often enough to wear a woman down to the point where she will just eventually just go out with you just for the sake of "Oh God, okay, I will finally just go out with you just to do this thing."

It's not that she's doing it just to do it really. She is curious on a certain level because women are programmed with this thing that tells them that if a man consistently chases you and constantly pushes forward, that is a sign of love and it's a sign that triggers a feeling inside her.

It's not one that we talk about very much in this field because a lot of champs do it the wrong way. We always talk about the guys that are just foolishly needy and constantly persistent for no good reason, and that of course does turn women off, but if it's done right, it actually is effective as a tactic.

So how do you stay in the game? Here's a common scenario.

You ask for a date. She turns you down. Game over. That's pretty much the way we've gotten used to the whole rejection thing.

If you ask again and again, of course, you're going to look desperate, just like what I was talking about, and this is why guys get so nervous. Requesting a date is the moment of success or failure.

You're putting yourself up for judgment. It's like you walk out from behind the curtain as the announcer said, "And now, here's somebody that you can say yes to or no to," and

# The Ignition Code: Next Steps

you walk through those curtains and you put yourself out there on the spotlight for judgment.

Who wants to do that? Screw that, man. That sucks.

So guys put off asking because they don't want to face that moment of decision, that moment of truth, that moment of "am I worthy or not" or whatever meaning you may assign to a woman's approval.

Texting is the perfect way to ask her out without having to face the yes or no moment. That's why we use this particular technique in the way it deflects rejection. There is no rejection.

## Meet-up

So here's how to avoid this kind of rejection while you're still asking her out. Number one is the meet-up.

Guys think that they have to ask out girls on a formal first date, which is absolutely wrong. You don't have to do that and shouldn't do that.

You're asking basically, "Do you want to date me? Do you like me right now?" It's an implied question that's more in depth than "Hey, let's just meet and have some fun." That's really what you want her to think, "Let's just meet and have some fun and see what happens."

It's like asking "Do you reject me or do you accept me?" And it's too much to ask a woman at any point because she doesn't want to reject you.

So a lot of times women will go on the date even if they have no intention of moving forward with it because they just don't want to hurt a guy's feelings.

Of course, we as men hate that because we don't see that they're trying to be compassionate. We just look at it as, "Dude, you're wasting my time," and they are.

There is no rule that it has to be like this however, so why not ask her out on a way that says, "Let's meet and have fun together. Wouldn't that be great? Oh, let's do that," because that's exactly what you should do.

Keep it casual and give her an easy out for the meetup and this is why testing is the perfect way to ask for a casual meetup. You can make it seem casual with the fun follow-up text even before she responds to you.

# The Ignition Code: Next Steps

Let me give you an example here. “I work downtown. Let’s meet up for lunch,” and then you send, “Maybe if you’re there to distract me, I’ll be able to beat my crippling chipotle addiction.” Chipotle of course being the burrito place.

Or “I like that bar too. Let’s meet up there on Friday. We can have piña coladas and get caught in the rain,” and then you can send another one after this, “and please tell me that you know what that song is, right?”

Then you’re kind of offsetting and buffering the message a little bit and keeping it very easy going, very cool and very fun.

Again, we want to keep it casual. Give her the easy out.

Now, why does this work? Again, it’s casual.

It’s not a formal date. It’s just a meetup.

There are no implied questions about a future relationship. It’s just meeting up.

It also works because she has an out. She can say no to the meetup without saying no to you. That’s the important thing.

You can ask again in the future without sounding desperate, and believe me, it does help because once you set this precedent and she turns you down, the next time she’s going to be more open to it typically.

If she’s not dating somebody else and if nothing radical has happened, it typically works in your favor because it has had time to sit in her subconscious and give her time to go, “Hmm, I know I turned him down, but what if we did go out? I mean this guy does have kind of have a cute smile. I don’t know. What if I...”

Then she’s going to go to the “what ifs,” and it’s going to build in her subconscious and it will create natural sexual tension, which is again what we’re searching for. Just don’t plan too far ahead.

This works best in the context of a conversation. When you’re texting about a specific place or habit like a coffee shop or a lunch spot, that’s how it comes up, and then suggest a meet-up today or tomorrow, never further ahead than that, or it’s going to seem too planned.



# The Ignition Code: Next Steps

If you say, “What’s going on for you this Friday,” and it’s Monday, that means you’re thinking way out in advance, which means you’re placing a lot of importance on this to be able to put it that far out in your own plans. You see what how that works?

It only works effectively if it’s in the near, near future, today or tomorrow, and that’s where you should be keeping it in terms of your plans because there is that subtle implied thing when you set a date or set a schedule for something, the further out it is, the more it implies a romantic connection or relationship type thing between you and here.

## **I’ll be...**

Number two, “I’ll be...” Give her an opening to meet with you.

This puts even less pressure on her because she’s just basically meeting you. Talk about your plans for the day, for the weekend, for the holiday, whatever it may be.

What you do is you say, “I’ll be at (whatever place).” “I’ll be at Bridgepoint Shopping Center. Stop by if you have some time, or I’ll be at the Maker Faire here in San Mateo. Stop by if you have time.”

Or, “I’m going to (insert a concert or movie). Text me if you want to go and I’ll grab you a ticket.”

Now, why does this work? Again, it shows that you’re active and exciting, you’re doing things.

You’re already doing things. You’re not waiting to do things for when you finally manage to nail that date, the elusive date that you hope will be this girl.

Again, we’re trying to remove that expectation. It does not put any pressure on her to say yes.

If she says no, you can still go out and have fun. More importantly, she’ll know that you are out having fun on your own, and later on you can use a recap text to segue way into another meet-up hint, “Awesome time tonight. I’m thinking (insert another place or event) next week. Don’t miss it.” That’s another way you can text that to her.

Don’t ask her to come with you with this text. For now you’re just throwing the idea out.

# The Ignition Code: Next Steps

You end the conversation with “don’t miss it,” meaning that she’d be stupid to miss it and that you’re not counting on her participation.

You’re kind of assuming that she wouldn’t be stupid enough to miss it, but you’re telling her upfront, “Don’t miss it. This is good stuff. I’m letting you in on a life that is exciting and interesting and I know you are resisting, so you should be coming out with me.”

That’s really what we’re trying to say in there. Even if the message sounds mean, it’s really what we’re kind of implying.

## **Show me**

This is a little bit tricky. It might be considered underhanded by some people, but it works.

Use indirect hints to get her to admit that she will go out with you. What you do is you ask her recommendation for a place to eat or drink or hang out, or you can wait until it comes up naturally in a conversation, which it will inevitably, but sometimes you can wait or it’s not going in the direction.

Then you can kind of put it out there that way, and then jokingly say that you want to go there. You can say something like, “I’ll try it. I just need a pretty girl to show me the place.”

If she doesn’t give you an obvious “I’ll show you,” ask her if she knows any woman who can take you.

Now, why does joking works with this? You always have an out.

We’re always giving ourselves what I call a “parachute or emergency chute,” the ability to pull your cord or what I call the “rip cord,” pull your rip cord, take your parachute, you jump out of the plane and you’re home free.

You can always take the conversation back to serious with one simple text message, “I’m just kidding. I’ll go check out the place you recommended though. Thanks.”

You can always take the conversation back. That’s all it takes.

Again, it might seem a little underhanded. Actually, I don’t.

# The Ignition Code: Next Steps

The more I think about it, it's not that underhanded. It's another way to just kind of subtly sneaking in under the wire and letting her know, "Hey, you know what, if I'm going to find out, I'm going to find out this way."

## Anti-flaking ideas

This is important too. Flaking is one of the most common core issues with dating using texting, using anything electronic is because we think that we're interfacing to this device and that by interfacing to that device, we actually are kind of keeping the other person one step removed.

It's almost like it isn't really happening. It's a simulator. It's not really another person that we're talking to even though it really is.

They aren't real feelings we're dealing with, but you know they really are.

We're really just dealing with something on TV and stuff on, well, that's not real. I mean, really, this is how the human mind works.

We go through this kind of mental abstraction and we fool ourselves. We're really delusional this way.

So here are some anti-flaking ideas because it is all too easy for a woman to flake and we've got to do what we can to avoid it because it's the most annoying, damn thing to a guy.

Curiosity is one of your best allies. The best way to hook her is to make her curious. Number one is use your "might."

Tell her you have cool plans for the weekend or for the evening or whatever, and you might invite here.

Put it out there in a "might" format and it sounds a lot better and it makes her want to earn that ability to attend and go with you. Now, you can't do this one too often because she will get tired of it, but once in a while, it's okay.

If your plan doesn't work out, you can offer her a consolation dinner, "Sorry, concert has sold out, how can I make it up to you?" So you can also invent situations that kind of resolve themselves, but resolve in a way that makes it not work out.

# The Ignition Code: Next Steps

Well, for instance, there is this thing called Maker Faire, by the way. It's a kind of an invention-type oriented thing.

There is one here in San Francisco Bay area, and I sure think most around the entire US. I'm pretty sure.

Anyway, it's one of those cool things, and you could say to somebody that's interested or a chick if she's interested, "Hey, would you like to go? I'm thinking about going to this thing. I'll let you know if I can grab myself a ticket, and I don't know, maybe we'll try and grab an extra one," and then you come back to her and say, "Hey, sorry, sold out. How can I make that up to you?"

If she doesn't seem terribly interested in making it up, well, then you've got a clear bead on her actual interest level and you know how to approach it, but chances are, she'll throw something out and then you can take that and run with that as the actual plan and again, we're just using and leveraging something that has already expired or didn't work out.

Or you might say something like, "I might go to that movie if somebody comes up and shares popcorn with me." It gives her a meet-up hint that says, "Hey, let's get together. Let's hang out."

But don't ask her directly right then. If she brings up the movie again later, you give her a stronger hint because she wouldn't bring up the movie again if she wasn't somewhat interested, so then you give her a stronger hint to something like, "Do you eat popcorn with or without butter? Do you promise to only eat half the bucket? God, I hate it when chicks are picking up all my popcorn."

Or, "I hope you don't mind if I throw in a few..." God, there's a candy that some people throw in to their popcorn, the milk duds. They throw milk duds into their popcorn because the heat of the popcorn melts the chocolate in there that makes it gooey, disgusting mess.

You can say that too. You can say, "I threw in milk duds on mine on occasion. I can't guarantee it won't happen."

Number three, even now you can make it a meet-up instead of a date, "I'm going to the 9 o'clock showing." You throw it out there as a very immediate event.

Make it sound like it's already planned without her and she can come or not. It's no big deal. That's really how you have to put it out there.

# The Ignition Code: Next Steps

When I made this significant change in how I communicate with women in my texting, it made all the difference because then it started to relieve that pressure because women don't want to feel the pressure of a date most often, especially if they're uncertain about you.

Believe it or not, most women are uncertain about most guys most of the time, even the ones they're attracted to, they're still uncertain about him, so she's got to feel like she's got an out. She can't feel like she's obligated.

By saying, "You know what, I'm going to the 9 o'clock showing, so if you want to stop by or if you want to meet up with me, just text me here or whatever." Of course, be going through with that.

Don't be all mopey and depressed because it didn't actually happen. You're just throwing it out because you were legitimately just going to the 9 o'clock showing.

That's the difference between reality and using it as a tactic. Because one will leave you feeling a little bit miffed if she doesn't follow through, and really it was never there to begin with, so we pretty much don't have a reason to.

Number two in the curiosity arsenal is a fake callback promise. Call her and leave a voicemail or just a text, and you can say something like, "Hey, this is Carlos. I just wanted to talk with you, but I'll call later."

Or text something like, "I wanted to tell you something, but no signal here, I'll call later." Great curiosity bait, it leaves an open hook, and then you don't call her.

Just leave her to wonder what it was you wanted. Just let it flowed off.

If she asks about it later, because again this is creating positive momentum, a kind of positive charge that pulls her towards you, if she asks about it later, just say, "Oh, geez, I can't remember, but I'll see and I'll try to remember it again later."

Whatever it is, you can just kind of talk your way around it. You don't even have to come up with it, or maybe you have something, who knows?

If you can invent something on the spot, it doesn't matter, but again the point here is to not bother calling her. You don't need to. We're planting seeds.

It could be a bit harsh, but ideal if she has already flaked on you or you think she might, and it makes her curious. It changes the dynamic.

# The Ignition Code: Next Steps

She's reacting to you and you don't have to react to her. In fact, you shouldn't react to her. That's the dynamic that women are looking for.

Again, you've got to make her curious. You've got to keep her tied in. It's basically the fake callback thing. It's really a counter to the flaking. It's going to give her that open loop, the excuse she needs to follow through.

That's what her brain is doing. It's working on this kind of subconscious flow and ebb of emotions. It's not based on a radical decision or a realistic anything at any point.

It's not rational. It's something that's made up in the moment by her emotions.

"You'll never guess..." is the number three curiosity arsenal item, "You'll never guess where I am. Wow!" That's a great text to send, especially when you're in some place really cool.

It's like I've gone to art museums and art exhibits here in San Francisco where I was like, "Wow!" You don't realize it, but you think of museums and art museums like, "Oh God."

You yawn sometimes. But when you go to them, it's really intimidating and impressive when you find something cool there.

So I can always say that legitimately, "You'll never guess where I am. Wow!" Then later on she'd text you back, you wait and say, "Oh, I'm standing in front of this Rodin exhibit that is just unbelievable!"

If she takes the bait, you can say, "Get yourself over here. I'll leave the ticket at the door. I'll save you a seat (or whatever the event or the thing is)." If she says she can't or she's busy, "No worries, I'll tell you about it later," and then stop the text conversation right there.

Don't respond if she texted back. She has to think you're busy enjoying yourself, and quite honestly, I won't even bring it up to her again.

If she doesn't bring it back up to me, she's probably not very focused in on me.

You get a vibe from a girl that she's got some kind of interest in you and your well-being and your interest and your state of mind, and if she doesn't come across as having that, that's generally one of those indicators that I use to determine whether or not to vet a girl out of my life.

# The Ignition Code: Next Steps

You'll pick that up. This is again helping you figure that out based on her responsiveness later on.

Does she come to you with questions? Does she come back to you with that curiosity?

Ask her to play a part. Make your own plans and then tell her about the good times you're having. "This place is awesome" texts are great.

If she responds to the first texts, you can actually add more, "Do you want in? Maybe I can get you in or save you a space, or whatever the case may be."

That's generally the formula for it. You're making your plans.

You're letting her in on what's happening with you using things like "this place is awesome" texts, and if she responds, then you can kind of bait her into participating, ask her to play a part in it, because she should be.

Again, be illogical. Never send her a **reasoned text** online or offline.

This is the biggest mistake for many guys. The common online ploy that just never works, "We should go out because..."

You're trying to give her a reason. You're trying to talk her into it. You're trying to rationally counsel her, "Are you trying to argue that..."

This isn't a court of law. That doesn't work.

"We should go out because we have a common interest or we should go out because we work in the same field or because we went to the same school or because we have this coincidental thing about us. We both happen to like the taste of cherries in autumn," or whatever it is.

It can even be indirect, "We should have coffee and talk about..." whatever commonality that may be. It's a common online ploy that guys use that really doesn't work.

The **reasoned 00:41:20** texts are really weak, because she feels before she thinks. She's going to feel before she thinks.

It's not meant to be a sexist statement of any kind. Women, they fall back on their feelings before they fall back on their rational thinking or logic.

# The Ignition Code: Next Steps

Women make snap decisions based on emotional feeling, not logic.

They will feel attraction to you. They won't use reason or logic to convince themselves of it.

In fact, they'll fight their own reason or logic, but their reason or logic always loses, so that's what you have to understand.

And those reasons or the logical rationalizing for her to go see you, "Oh, look, I remember how much trouble you had with your last boyfriend, and he treated you so badly. I would never do that to you. I'm a great guy. That's why you should go out with me," this kind of rational thinking does not work.

This is a "what to avoid" trick. So edit texts for logic.

Avoid messages that start with "we should." "We should" in a way is going to imply that there's logic following.

If that's just something that just paints a scenario that is so enticing sounding that she can't resist, in which case, "we should" is a great way to start it, "We should be watching the sunset tomorrow night from Baker Beach. I hear it's going to be unbelievably red."

Whatever that may be, that's a cool one, but none that say "we should" because of a logical reason.

Avoid any messages that give a reason about why you should go out together or anything that implies that you are trying to build a case or somehow convinced, because that's never how you're going to get her.

It's never how you're going to win her. She's not going to suddenly go, "Oh my God, you're right. Yeah, it's so logical now that you mention it. Why was I ignoring my gut feeling? Why wasn't I out dating you?" It doesn't work that way.

All right, we're going to continue in the next section with how to make sure everything is already set up, the future date seduction, and of course, specific situations and more specific examples in the next section.



# The Ignition Code: Next Steps

## Part 2:

All right, welcome back. We're now in the section on how to make sure everything is already set up.

Now, what do I mean by that? What I wanted to know is, for you anyway, is that she's ready to meet you and that everything is set up for you to have the best possible interaction in that first meeting.

Now, you've probably already figured out that there is a certain flow to things. What you're doing is you're doing a little bit of prework to set up the image of you that you want to communicate.

After that prework is done, you've got the images and you've got the idea of how to present yourself in the most positive way possible that women are going to interpret you as somebody they basically want to bang. That's all there is to it.

Now, when it comes right down to the next step, which is to wanting to meet you, she's got to feel safe, she's got to feel attraction, and the dynamic there is very important for you to understand.

Women by nature will simply feel a bit – what's the best way of saying this? They're always going to feel a certain way that they are at risk, that there is a certain amount of safety that they need to turn to for themselves.

They want to feel safe going in any kind of date, any kind of one-on-one situation, any kind of personal situation with a guy.

It's just instinctual. They're not as physically strong as men so women are basically at the disadvantage when it comes to physical altercations of any kind, whether that means sexual assault or otherwise.

So we have to make them feel comfortable, and at the same time the best way to make a woman feel comfortable is to make sure that, number one, you're presenting yourself in a very healthy and positive light, and number two, that she feels so attracted to you that she doesn't really care about her feelings of "Oh, I wonder if he's like a scary sexual predator or something."

That's important because again a lot of guys are going to try and fall into the category of "Oh, I got to make her feel safe because I know that women's safety is such a big issue these days. She wants to know that there is no risk of rape, blah, blah, blah," and all these horrible things that guys get caught up thinking about for women.

# The Ignition Code: Next Steps

Trust me on this, it's really up to women in a lot of ways, and I don't mean that men don't have a stake on this and shouldn't be making sure that women do have a safe sexual environment or atmosphere to be able to be in today's world.

What I'm saying is that as a man, your primary concern, and I'm assuming that you are a safe person and you're not some sort of sicko, is that you're going to, of course, do the right thing.

You're going to do right by her, and in order for you to do that, you can't get caught up in your head about all these women's issues.

You have to get caught up in the issue of "How can I make her feel so damn attracted to me that it naturally overcomes any of her natural security or safety issues and she'll just eventually put them to the side?"

Well, the best way to do that is, of course, making her feel that attraction while at the same time not triggering anything that makes her go, "Ow, oh, that's weird. That's kind of creepy. That's strange. That's different. That's not cool."

Do you get what I'm saying there? I want to make sure that you understand that because it's a very important point. On one side, we have to make sure that we do give them the safety that they want and that they feel safe, but we don't want to directly address it because then it just sounds creepy.

The best way to do that for a woman is to simply make her feel so attracted that she puts those concerns aside and they're not a concern because she knows that this is something she wants. It's that simple.

So if she agrees to meet you, it's time to review that you have everything in place in order here.

Number one, you have to have your conversation starters. Now, you can use text and you should text to plant the seeds of face-to-face conversations.

If the date is quiet, you're going to have something to talk about if necessary. So you want to set these things up in advance, if you can.

Number one, you can talk to something, and these are again texts that you can use, "I went to an epic Mariachi show last night." If you don't know what Mariachi is, it's a form of folk music from Mexico region with guitars and, of course, the whole shebang as far as the standing men.

# The Ignition Code: Next Steps

You've probably seen them in a lot of comedy movies where they go to a Mexican restaurant and a band comes in and starts playing. Mariachi show is actually more complicated more than that, but that's what it is, and it's very funny because if she doesn't know it, well, first of all, you could get to explain.

Basically this is a curiosity opener, "I went to an epic Mariachi show last night," and she'd be like, "What? Well, what's that?" Or really telling her more about on whatever it is, you respond with, "I'll tell you about it over some cerveza."

Of course, if she should know what that is, and if she doesn't, well, that's another educational opportunity.

Or "I hired them to come up with us tomorrow night." Put a little smiley face after it.

Again, we're having fun. We're playing with the energy and we're starting up the attraction.

Another thing you can text is, "I try to learn something new from everyone I meet. What can you teach me?" That one is awesome, by the way.

She doesn't have to think very hard, but she will take kind of some pleasure in the thought of having something that she could teach you and that you're interested and then she gets the chance to talk about herself, which is always a plus, so again a good text to send.

Another one is, "You'll never guess what I'm going to wear tomorrow night," and don't tell her. Let her just kind of stew in that a little bit.

You don't have to dress in anything specific. You don't have to get into a tux or you don't have to wear a really weird spoozy tie.

What we're doing here again is we're stirring that curiosity or playing with fun, playful energy and you want to put things out there that are kind of a little bit "Oh, what" for her.

She'll be like, "What a minute, what are you wearing? You're not going to wear like assless chaps or something, are you? You're not going to wear a biker jacket with a naked lady in the back."

Whatever it is, you're just trying to put that thought of "Oh, anything could happen," but it won't happen in the way that it will make her feel uncomfortable. But again, you're also setting up more conversation for when you do meet her.

# The Ignition Code: Next Steps

You've got to have it so that it's like falling downhill. It's literally like a slippery slope of conversation. It's too easy to start talking once you get together.

I mean, the very moment you meet her, she'll look at you and go, "Oh, okay, I guess you didn't wear anything totally outrageous," and you could look at her, wink and say, "Oh, but you don't know what I'm wearing underneath."

Something like that again has playful, little bits of things that make the conversation flow smoothly and more confidently.

So again, use texting to plant the seeds of your face-to-face conversation for when you do meet her. Text inside jokes that you can bring up on the date, those other ones could just as easily be inside jokes.

Here are a few more for you.

It helps to also transition out of a lull in the conversation. If you sense things are getting a little bit boring in the conversation, you can just drop it in like spice or just bring fun to the date whenever you need it.

For example, "You can hear about my ambitions to..." insert a humorous career change here, like, "You can hear about my ambitions to dominate the competition for least educated person to be put into orbit at the International Space Station."

Or anything, "My ambition is to be the top cliff diver in Puerto Rico next year." In other words, here's another one I thought of, but I forgot about this one, becoming a Llama farmer.

Anything you want that's in there, but it has to be funny.

Or "You look like..." an old movie star, and use an older movie star like one from the 20's and 30's or 40's, even up to the 50's and 60's if you can find somebody that's really good, and just say, "You know what, you really look like Greta Garbo," or whoever that was an old-time movie star.

Just say, "I used to have such a crush on her when I was seven."

Now, this one kind of goes back and forth between a compliment and it also leads into some sort of celebrity comparisons during a conversation, which is a great conversation to have.

# The Ignition Code: Next Steps

Women have their finger on the pulse of anything and everything to do with celebrities and actors and actresses, so it's always a good topic to bring in.

But in this particular phrase, I want to point this out because you need to know the anatomy of these things, first of all, saying, "You look like..." and of course, choose an attractive woman, not a man, not an unattractive woman, if you say something like that, it's going to like a compliment.

But then over here, you're saying, "I used to have such a crush on her when I was seven years old."

So you're also kind of offsetting it with something that's kind of takes the edge off the compliment being too needy or weird. You had a crush on her back when you were seven, but you don't now, and that's going to be something where she's going to be like, "Oh, now."

She's going to be feeling like she has some traction with you, but not sure if she does.

That's an important thing there to understand and it's really important of how to not look needy or weird, but at the same time, being able to give a bit of a compliment, because chicks do dig that, you just have to do it the right way.

Number three is to be self-deprecating. You could say something like this, "I'm terrible at first dates, but awesome at second dates."

Again, this is something that she'll probably be like, "Oh, don't worry, you'll be just fine," and so on and so on, but it's kind of a way of being self-deprecating, but also giving her some kind of hopes and it's kind of saying that, well, you're expecting a second date to come off it.

You can say something like that too. You can say, "So let's pretend this is our second date," and that's a great thing to say, by the way.

It really is good, because she's got the same anxiety as you do.

First date, second date or just meet-ups or whatever they may be, even if it's just hooking up, you've got to have a little bit of "Let's take the edge off this thing. Let's make it fun and relax and cool, not anxious and weird and creepy."

You can even bring something mildly sexual into it like, "Hey, pretend we already made out and now we can get down to having some good conversation." That stuff is good to throw in because it shows that you're also socially aware.

# The Ignition Code: Next Steps

You know how these things go. You know the dynamics behind meeting and hooking up. So there's some good stuff there.

Sexual setup is important too. You're also going to want to put a certain amount of sexual tension in there up front.

Say something in the effect of, well, just something that mentions the idea that you and her are doing something physical together, and you can take the edge off by making it a little jokey.

For example, "I don't usually let a girl kiss me on the first date, unless she's really, really nice."

Or "If you want to hold my hand tomorrow, just go for it. I'm kind of shy, but I won't pull away."

Which is a joke, it's a play on the gender roles because the typically the woman is the one to do all that, not the guy, so you're again showing a little awareness of what it's like for her hidden and embedded into the things you're texting.

It sets up a little bit of, "Hey, you know what, this is going to be sexually charged. This isn't going to be two friends getting together. This is two people who are seeing if there's anything romantic or electric going on there."

Cliffhangers are great. Remember, I told you about the power of open loops.

Open loops are the availability to suspend curiosity from point to point within your conversation over one date, over many dates. It's very, very effective when you have to use it.

So get her excited and looking forward to the date with something like, "Oh man, you're going to like the place I'm going to take you to after dinner, or you're going to be totally freaked out." Which is a good thing to put after because it kind of gets her going, "Whoa, this is going to be again different not boring, but cool."

"Well, I'm going to tell you something mind-blowing tomorrow." That's a great hook.

She's going to be like, "What?" She'll bug you and pester you and you can't give in, and of course, have something cool and mind-blowing to tell her, of course, otherwise, you're going to look kind of lame.

# The Ignition Code: Next Steps

It's not too hard to blow her mind. Chances are she'll probably forget about it anyway, but it creates the open loop, the cliffhanger that lets her go, "Oh God, I can't wait to go."

Or, "You know what, I just got the funniest t-shirt and I'm going to wear it under my regular shirt tomorrow."

That's kind of an interesting one too because it gets her thinking and wondering what you're wearing under your shirt, which makes her think in terms of getting at whatever is underneath your shirt.

Do you see where this is going? It's kind of a strange little presupposition, and it's almost a little hypnotic in a way because it kind of presupposes that she wants to know what's under your shirt, and you're going to be putting this offbeat different t-shirt under your shirt.

Now, if you have a cool, funny t-shirt, of course, wear it underneath. Give yourself something to talk about, and you can continue to hold it over her head as a cliffhanger throughout the meet-up.

So there you go, make sure everything is already set up.

Future date seduction, let's talk about this really quick. Don't stop building after the first date. In other words, guys' often kind of date is being an immediate win.

They're like, "Oh, score. I totally won because I got the date."

But if you didn't get into bed on that date for whatever reason, maybe it's not a hook up off of Tinder or off of an app, maybe you're got some sexual chemistry going, but you didn't get to bed on that date, there's a lot more you can do with text messages.

There are a lot more to be done and a lot more you can set up for the next time. So number one, you want to increase the sexual tension, and number two, of course, keep her interested so that it kind of carries her between those spikes because purely sexual interest is not enough for a woman.

She has to have other things mixed into the conversation to keep her going.

It's kind of like a form of those open loops. There is a cycle of interaction in her brain that she goes through all by herself.

She's going to be, one, wondering about you physically and in that sexual sense.

# The Ignition Code: Next Steps

Number two, she's going to be wondering about the interaction between you two, and the play, and the things that will actually keep her interested. The younger she is, the more of these you got to put in there and you've got to cycle between the two.

Again, increasing sexual tension, step number one here, if you didn't sleep with her yet, use some light or jokey sexual references. So right after the date, you can throw what I call the post-date text, "Stop drooling, you'll see me again soon."

Or, "Next time I'll wear those sexy jeans I was telling you about." You're playing again with the sexual energy, assuming that she would want to come back again for more.

The day after, this isn't just after the date, this is actually the next day, you can say something like, "I bet you look hot today." Or "Give me your lotion brand. I want my skin to look as touchable as yours was last night."

You're kind of playing it where she's going to be like, "Oh, he was thinking about me that way." She might be wondering, especially if you're on a regular date and you were very gentlemanly and you didn't push the need to try and get her back home and get her in the bed.

She's going to be wondering, "But was he really into me?"

Again, this is the back and forth that women go through. It's the one thing they want, they don't want you to push for that sex on the first date most of the time, but at the same time, she wants to know that she was sexually desirable on that first date.

When you're sure that there is some sort of sexual chemistry and you can read that from her words, from her texts, from the way she's acting, it's time to seal the deal with a text like, "Every time I'd think of you, I feel naked."

Or "Guess what I'm wearing?" Or "Want to come and play?"

We're working up and we're building up to sexual tension. Use it in a sequence of texts where it doesn't seem like it's coming too much out of the blue.

These are fairly light. These aren't hard core.

You don't want to swear. You don't need to swear.



# The Ignition Code: Next Steps

It comes across as too crude and too obvious, but you do want to start insinuating some form of sexual tension there, and you're going to be surprised at how easy it is to transition from flirty to sexual after one of those texts.

So these are what I call the "enablers."

These enabler texts allow you to go from whatever small talk, whatever playing playful texts, playful banter texts or whatever you may be doing to transition into something sexually. It, of course, opens the door to more sexual interactions because you've now crossed that boundary of hers, knowing that she can consider it.

Now, of course, she's not going to want to think she's easy.

So when you do get together again, don't assume that you're just going to be able to pick up from the last sexy text that you did with her. It doesn't work like that.

What you've got to do is you've got to pick up the ball and the momentum all over again starting with something interesting to talk about, then you work into another what I call the little bridge text here, and then of course that sort of thing can lead you naturally into more sexual conversation.

This isn't meant to be a course in sexual conversation with women. If that's something that you're interested in learning more about, I encourage you to go look at my Alpha Conversation and Persuasion program, which allows you to get into the head of other people and persuade them the way you want them to, especially women.

Alpha Conversation and Persuasion, you can get to that, by the way, by going to [carlosxuma.com](http://carlosxuma.com) and over on the left hand side you'll see a link to that.

Now, number two, keep her interested. Future date seduction means keeping her interested as much as it does increasing the sexual tension.

So here are some more texts that will help keep that interest going, "I've got something funky planned for next time."

There's no need to make what next time means very clear. You don't have to be specific.

You don't even have to have another date set up. In fact, it's better if you don't.

# The Ignition Code: Next Steps

Just let this text hang out there without a date request. That's the way you should because she's going to be waiting for you to ask her, and you can let that play out with a lot of tension over a period of time.

"I wanted to tell you something hot, but I got no signal. Talk later." Which is really good, and then don't call back for a while, maybe a day or two.

Or send her a blank text or a text with punctuation and nothing else. It's almost like, "What is this? Did something happen? Did you get assaulted in the middle of a text? What is it? Is your dog texting me? Is he hitting his paw on the buttons?"

That's a cool one to do because she's going to be like, "Well, what's that?" But then again, leave some time, don't respond.

If it's been a few dates, you can give her a spark of jealousy, and you don't want to work this too early, that's what I'm saying, after a few dates.

Just respond to her with "who is this" if she sends you a text, and at random time, send something like, "Thanks, sexy" or "That is unbelievably hot."

Again, this is random. This is you just initiating this text out of the blue and from nowhere.

This will get her thinking, "Who else is he texting with?" And then respond with, "Sorry, that was an accidental text."

Or just say something like, "Oops, wrong send." Don't try to explain the mistake, just leave it at that.

Another way of handling that is to just let an hour or two go by and then text her back with, "Oh, don't you know that you're sexy?"

If I sent the "thanks sexy" or "that is unbelievably hot," and she sends back, "Hey, it's me," or something like that, and then you say something like, "Oh yeah, that is unbelievably hot. It's you."

So you can pretend and kind of play it off on purpose and let her know that you're kind of playing it off while getting her a little bit jealous about who you could possibly be communicating with to.

# The Ignition Code: Next Steps

Again, play that one fairly sparingly. You don't want to overuse it. You don't want to push it too hard.

Now, when I come back, we're going to finish up with specific situations and finish up this topic of next steps.

# The Ignition Code: Next Steps

## Part 3:

Now, we're going to finish up this section with more examples and then we're going on to the dating app section, so let's finish this up with some examples and some more tips.

First of all, the best way to open up with a woman is to send an icebreaker. As soon as you do get her phone number and you have the ability to, you send an icebreaker text.

It's basically a quick text to cement you in while you're still fresh.

Now, here are the two conditions. If she's excited to meet you and she was excited talking to you, text her just a few hours later.

If she was just being nice, well, then you might want to text her maybe a day or so later because she's not going to be as welcoming. She'll think it's a little pushy or feel like it's a little needy.

So don't beat around the bush. So knows there's a reason you're texting her, and this goes for everything I've said in this program.

Beating around the bush is probably going to hurt you more than help you.

If you think you're developing a certain amount of rapport and connection, but you're really not. You're just delaying the inevitable, so get on with it.

She knows why you're texting her, you're trying to connect with her. We know what's going on here.

There's no pretending. Don't pretend that she doesn't understand what's happening here.

So let me give you examples of a good icebreaker:

- "Good to meet you. A new friend, Jeff." Simple, straightforward to the point and always sign out with your name.
- "Nice running into you. Dave."

Don't start proposing dates. Don't start asking her questions.

# The Ignition Code: Next Steps

Don't start qualifying her or any of that other stuff, just a simple statement, no response required, you're just kind of dropping it and letting it be. It's almost like a message in a bottle.

Keep it short, throw in your name. That's all there is to it.

Don't ask questions. So those are two of the best examples and you really don't need anything else other than those two.

Get the number trick. Here's a little trick to get her phone number and then how to connect with her immediately after.

Get her to put her number into your phone. Hand her your phone and say, "Here, just give me your phone number and I'll connect with you later."

Then she puts her number in. Right away you do this, you text her this, "I met this cute girl, but I think she's trying to use me for sex. Should I see her again?"

Now, again, only do that if it's appropriate and if you had enough connection on that first opening conversation, that you had a little bit of banter going and it was a little playful.

Now, it should have been, if you did everything right. If it wasn't, well, you're kind of setting yourself up already, and that brings me to something I'm going to be talking about very shortly here.

So that text is just a simple way to kind of reverse the roles, make sure that it's really her phone number because she's going to get that text right away, and it will be funny.

It will be fun for her.

Now, what I was getting to is this, I want you to remember, stop polishing turds. Do you know what a polishing a turd means?

It means you're trying to make something that is inherently bad and wrong and, well, disgusting actually. Just stop trying to turn things that are complete turds into something good.

We are so guilty of this. Guys are especially guilty of this.

# The Ignition Code: Next Steps

They will meet a girl and then not really do enough work or not do the right prework to get her genuinely interested, and essentially what they're doing is they're polishing a turd.

They're trying to make it better after the fact. They're trying to fix something that is just totally broken.

It's literally like trying to make a turd shine, so stop doing that.

If it's bad, let it be bad and let it go. Make it good the next time, and frankly stop dropping turds.

It's pretty simple and disgusting analogy I know, but it is actually very applicable.

Here's a good text for you, "Heading home. Looking for naughty fun, meet me." That's a great booty call one.

It's also a great sexting one, if you want to use that. Again, a little further down the chain of having been more familiar with her.

"If you don't go to the gym, I'm going to file for divorce, and I get the cat." Another great example you can use. It's a lot of fun.

You can kind of give her a hard time about something. It shows you're connecting, and again, when we're talking about divorce when we barely even know the girl, well, that's kind of funny too.

Again, it shows non-neediness.

You can text, "I've been out with guys too long. I need the touch of a lovely woman. Interested applicants can reply here or meet me." So it's a two-part text right there.

After getting her number at a party, the same thing you can do up here, you can do that get the number trick here, but I always like to send something like this, "Damn, I hate to see you go, but I love to watch you leave."

Or "meet me on the roof for five minutes."

You can do this as she's getting prepared to leave or she's talking about leaving and you had a really good connection and, well, just to test the waters and see how interested she genuinely is.

# The Ignition Code: Next Steps

Here's a good sexting one, "Do you want to see my boxers?" And then send her a picture of the boxers that you've got in a box or on a hanger at the store, not on you, and then you send, "You don't get the real deal until later, hon."

It's a little teasing one. It's like being a little fun.

You almost don't even want to wait for her reply to send the picture because she could send something saying, "Oh, I don't know." And then you send the picture and you kind of make the fun part of it after.

Or you can send, "I almost sent a reply all to you and my boss. That would have been embarrassing." These are just little ways to kind of again throw in something into the conversation and keep it going.

Or here's a good one, women really like this one, by the way, "I've been thinking how awesome we are together." That's what a woman likes to hear, and that's what she likes to feel as well, "Wow, I'm good with somebody."

It's like a combination that just works out. She really enjoys that kind of text.

This works on so many different levels.

If she ever texts you, "Who is this," usually it's a little bit of a ploy. Never respond by trying to prove yourself.

Never try to be like, "Oh, it's Dave, the guy you met the other night at the bar. Remember, we talked about..."

Don't do that. You're not here to prove yourself or to live up to whatever kind of challenge she's throwing out here.

Most guys delete these women. If she ever sends that to you, that shows she just didn't care enough or isn't considerate enough to remember who you are and it's just not a good sign.

But I say you can send one text to her, I'll send something like this, "Gasp after..." and this where you would insert something you did with her or something to jog her memory about who you are.

You can say, "After we had those two appetinis together, how could you?"

# The Ignition Code: Next Steps

Do you see how that works? “Gasp after” and then insert something that happened that night, “After we had those drinks up on the roof, how could you?”

It’s kind of what jogs her memory and then you can gauge by her response whether or not she’s really into that or not.

So, there you go, a few more tactics, a few more closing tips to kind of seal up and seal the deal on this section. Join me next when we start discovering and talking about how to use mobile dating apps and get the max out of them.



# The Ignition Code: Next Steps

## Part 4:

Hey, welcome back. Let's get back into it and let's cover specific situations and even my golden rules and some more texting examples to kind of round everything out for you.

Now specific situations, I'll give you an example here.

If you're in the friend zone and you're trying to break out of it and you are going to use every means at your disposal, I'm sure, but texting is probably the one that's going to come to forefront. That's going to be the tool of choice.

What you do is you exchange friendly texts and maybe chat face to face, but there's no sexual tension. Maybe she has told you that she just wants to be friends or she's only looking for friends.

It's a common thing you hear from women. I'm going to explain more about that in a minute.

You want more, but you don't want to mess up what you've already accomplished or what you've already got with her.

A lot of guys fall into this particular situation. They don't want to lose the ground they've already covered.

It starts out with a sensual text as opposed to sexual text. That's what you want to do, start with sensual as opposed to sexual.

Sexual would just be too weird. You'd be jumping the gun.

It would just sound "off". I would sound very weird to her. It would feel weird, have a weird vibe.

But you can get very sensual and thinking sensually is kind of like planting the seeds of further progress with her.

For example, number one, "What was that perfume you had on before? It was great, sexy even." So there is where you're almost like "I'm just now thinking of you that way."

Number two, "I just saw..." whatever. Insert any kind of celebrity name on TV, "She's a homely version of you."

Now, you have to be careful here. Don't make it sound too complimentary.

# The Ignition Code: Next Steps

Don't say something like, let's say who's the most beautiful woman alive these days. I don't know. They choose like they pull it out of a hat.

But I'm just going to go way back here to Megan Fox who was pretty hot at one point, "I just saw Megan Fox. She's a homely version of you." It's kind of little pushing the limits of believability there.

But if you choose a reasonably attractive celebrity, even obscure if you can. Obscure would be even better, somebody she might not have heard of and she'd have to google, and you can just say, "She's a homely version of you." You are kind of complimenting on the flip side.

Number three, "What lotion do you use to make your skin look so amazing? I'm just wondering."

Number four, "What color would you call that lipstick you were worn today?" Obviously, if you're paying attention to her lipstick, you're paying attention to her in a very sensual way.

"Where did you get your lips, from your mom or your dad?" And then, insert any sensual part of her body instead of lips. Obviously, it's not sexual.

Her cheeks, on her face, of course, legs, neck or shoulders. Don't be weird, "Where did you get your biceps, your mom or dad?" That will be a little weird.

Then encourage her by sharing your own traits, "I got my eye color from my mom." So you get the idea.

What you're trying to do is steer her into the sensual zone and just kind of hint at the fact that you might be thinking about her slightly more than friends.

Ask her out for non-date. If you know she likes a certain place or certain food or certain movie or a type of movie that's coming out, mention that you're going to the place or doing that activity on your own.

Always say that you're doing it in your own and then casually ask if she'd like to join you.

If she declines, just don't lose your flow. Just say, "Cool, I'll tell you if it lives up to your hype."

# The Ignition Code: Next Steps

So again, you're not letting it trip you up. You're not going to have expectations that will make you go, "She did say yes."

Literally that is what you cannot do, and I still see guys doing this. They lay so much meaning on this one chick and this is the one chick they have to win, the one that they've got to get, and believe me, there are a lot more women out there than that just one.

Use the same meet-up and all the strategies that we've already talked about. You're already doing it and you're just seeing if she wants to come along for the ride.

Texting can help you get a meet-up and introduce a sensual/sexual energy into your relationship.

Now, you need to take a face-to-face to take it to the next level. I'm going to talk about this again too.

Face to face is essentially your goal. You cannot be sitting in text very long.

All the stuff I'm teaching about texting can't be there very long or it's going to get a little weird. You've got to take it to the next level and take it to the next step.

With things like using eye contact, and using the extended eye contact that I talked about in other programs that deals with physicality, hold her gaze for a little bit longer than comfortable. It's going to tell her that you've got this sensual/sexual thing going on.

Or when you're with her, you're going to have brushing touches occasionally, little accidental touches or nudges on her arms, her back or her sides.

Hold it for just a split second. I mean, literally, a fraction of a second longer than might be polite.

It starts to plant the seeds again of that thought, "Hmm, what if?" That's all you've got her doing is thinking, "What if?"

When you're face to face, reference the sensual text that you had sent her about her skin or her hair or perfume or whatever it is, that kind of embed them, make them more potent and seem less casual. Make her pay attention the next time you send her one.

It's going to fulfill two purposes that will actually make her pay attention the next time you send a text like that and probably get her to answer.

# The Ignition Code: Next Steps

What if she has a boyfriend already? Well, as you know, I do not recommend the whole chase another guy's girl, so I think it's not a good idea and very often than not, it's done out of scarcity not because the chick is really all that.

But these ideas can work even if she's with somebody already. You should inject sensual or meet-up text into normal text conversations.

If you come on too strong, she may stop texting you altogether so you've got to be careful about that, very careful, and you don't want her to get all pissed off about the texts you've been sending her.

So make the comment about her lips, neck, skin, but then go back to the regular conversation already in progress. The sequence is something like, one, "I went to that new fast food place in your work for lunch today."

Number two, "The girl behind the counter looked like you, but she didn't have your pretty lips, eyes or hair," or whatever that little mini compliment that you want to put in there.

"Anyway, the food was actually pretty good for \$10. I'll probably go back again next week. It beats bringing PB&J every time, right?"

So there, you kind of embed it in a sequence that puts it out and she's going to like look at it and go, "Huh."

But it's not going to be the ultimate focus nor is it going to seem terribly out of place. It just seems like matter of fact.

That's the way you want it to come across, because that's the way it would come across if it were that way.

Booty call texts are texts that are going put sex on her mind directly. These are important situations for you to cover.

Again, don't use these unless it's already obvious that she's chasing you or that sex is imminent and that there is a definite sexual chemistry. You don't want to blow it just because you're pre-assumed something that hadn't yet come to life.

Here is a sequence, "You have 20 seconds to make me hot. Ready, set, go." Or "If we were together right now, what would you do?"

# The Ignition Code: Next Steps

Or “What would you want me to do to you?”

This is again also something that’s capable of leading her into sex thing. “I had a dream about you last night, a naughty dream.”

Or sexy pictures, you can send sexy pictures, but you again have to follow the rules we talked about.

Only send if she’s already chasing you, and there has to be already that sexual chemistry and a hint first, meaning ask her like, “What are you wearing right now? Now, when she answers, you’re going to respond with, “I can’t imagine it. Send me a pic, a sexy one.”

Number five here is, “Thanks in advance for the hot and sexy time we’re going to have tonight.”

So it’s kind of presetting it up and it follows that rule I talked about of always set yourself up for the next step, which is always to get in person.

“I’m getting in the shower now, wish you were here.” Again, these are texts that lead to the same direction as sexting, but now you’re going to actually kind of take it to a reality realm of, “Hey, come join me.”

You’re going to ask her. You’re going to put it out there. You can even call her.

If she’s playing hard to get, which is very frequent, several reasons she might be acting like this, and it could be that she thinks she has to play hard to get.

Women think they have to control that dynamic of sex so that they could come across being slutty, and again, if you’re going to make her chase you then it’s going to be much more to your benefit, and of course, it makes you put in the extra effort if she controls that dynamic.

Again, most guys lose their cool. They either get desperate or they act needy when it comes to this sort of thing, so they screw it up.

It could also be that she isn’t really that interested or she’s trying to maintain the friend zone. I’m going to talk with that again in a minute.

# The Ignition Code: Next Steps

Or that she's testing you to see if you're confident and self-assured enough, and that's a big reason that she does the whole hard to get thing is she's really qualifying you all the time.

Women have options. Guys typically don't.

That's the way the sexual marketplace works. Like all of these situations, it is best to stick with your game plan.

Build the attraction, ask for a meet-up and then introduce the idea, not necessarily the reality of sexual chemistry and sexual intimacy, and most of all, remain confident. Don't lose your cool.

Very often this is a tactic that women use to weed out guys who are not self-confident and self-assured.

They do it all the time, and who can blame them? They are so many.

If the hard-to-get thing is just an act, one, she will still respond to your text eventually, and number two, she will change the way she interacts with you.

If it is not in act, well, then she's going to not soften up. She'll continue flaking and turning down meet-up requests and not returning texts.

If she does this, you need to move on. It is time to ditch this one and stop destroying your confidence and your attitude by chasing a chick that doesn't want you.

That's the most detrimental thing you can do to your emotional and sexual well-being.

One final thing to try before you give up is to text her to ask questions about how impress to a girl.

Make it sound like you are interested in somebody else, "Where should I take a girl that I like on a casual first date?"

Or "What kind of perfume/flowers/clothes should I buy as a gift for a girl I've just started dating or I just met?"

You can even put pictures of yourself with the new girl on your social media profiles. Now, this is playing a bit of a jealousy ploy, and again, it's going to depend a little bit on the reality of it.

# The Ignition Code: Next Steps

Don't do it just to be a manipulator here. You really do have to have some girl that's on the line for you and maybe you want this other girl a little bit more and can't have her and this is the only reason you would do this to throw it out there because maybe the girl you are seeing isn't really what you're interested in, and you know it's not going to last.

Again, some girls might respond to this. They get a little jealous.

They don't want you to be the one that got away. There is a lot of that out there.

We're often very much motivated, more motivated, in fact, by the things we don't want to lose than the things we could achieve or get.

Some girls won't respond, and then it's just plain time to move on. Focus on using those texting skills to get a new girl.

Realize that that hard-to-get girl really isn't worth it when you come right down it. It's very important.

So those are some of the specific situations that I get asked most about the friend zone, the booty call or if she is playing hard to get, and again, they all follow the same philosophy, the same rules that I've talked about in many of my other programs and we have covered in great details here in terms of how to handle.

There's going to be teasing. You're going to be somewhat elusive, but you do need to have a side to you that is vulnerable and she can connect to.

It's what I call 3D. We're going to talk about that as we go into the golden rules.

## Golden rules

"Wow, there are a lot of rules, Carlos. Why does texting have to be this complicated?"

It doesn't. This is actually just a recap of most of what you've already learned, but with some extra tips added in.

So let us talk about some of the golden rules:

- The first one is always give her a pet name in your text, with things like sweetie, honey pie, sweet pea, sexy, my favorite brat, darling, whatever, a little pet name that can be a little slightly teasing, which is good. That's why I included my

# The Ignition Code: Next Steps

“favorite brat.” But again, don’t use it so much that it becomes annoying. Some guys push this too hard. It’s a matter of calibration, but you want to have that pet name because that customizes and personalizes it.

- Be light with your texts. Always be light about what you are talking about. Don’t go heavy in text ever, you don’t need to. It never works.
- Be specific. With everything you use, you have some specificity in what you say. I’ll talk a little about that when I talk about description.
- Never overlook an opportunity to tease. Again, you are trying to tease, and to use the old David DeAngelo trick of being cocky and funny, but you also don’t want to be obnoxious, which is the other extreme that some guys go to because they don’t know how to calibrate it. So keep it to one at a time.

If she says something like, “Oh my God, I think I just had the biggest burger on the planet,” then you’d throw her back a text along the lines of, “Oh-oh, better get yourself to the gym and chain yourself to the nearest SteerMaster.”

There is something that’s not obviously teasing her too much. Don’t ever go teasing her about her weight, “Oh, you are not going to fit into those clothes again.”

Again, we are trying to be teasing, not obnoxious.

Remember emotions are transient. When it comes to texting especially, you’re going to have to rebuild this up again next time.

Don’t read too much meaning into the text you do or don’t get from her. You might get a great interaction of text.

Do you know what that means? It’s pretty much nothing.

You just kind of added a little bit more familiarity and connection for the next time you get together with her because this is always facilitating a meet-up in person.

Remember, your text should never add to her burden, and most guys have a tough time thinking about this. Think about what you are texting, are you making it more difficult for her? She doesn’t need to think anymore.

Don’t make her think, which is why I gave you advice, don’t throw out open-ended questions like, “So what are you doing,” or just wide-open questions.

You got to make it easy for her to respond, and that’s again, something that evades most guys who screw up texting. They just throw things out there figuring that if they are interacting with a girl, she must totally dig him, and it doesn’t work that way.



# The Ignition Code: Next Steps

Texting is terrible for establishing rapport, for getting a true emotional connection with a woman, for getting a real conversation going, for turning a stranger into a woman who wants you.

Texting is terrible for showing your personality and your virtues. It's also terrible for really building or maintaining attraction.

It's curiosity at best which can then lead to more interest.

Texting is a tool to facilitate the next meeting, and that is how you should always be thinking about it. Yes, you can be building up a little bit here, but the real work has to be done in person the first time you meet her, or the first couple of times you meet her.

Remember, women talk just to talk. It's communication and relationship currency.

That's how women operate. When they talk, it kind of like they've set up a connection.

That's like jumper cables, they've attach jumper cables into the nipples of the other person.

I was just thinking of that hysterical kind of images that jumped into my head. They are literally attaching jumper cables to another person's energy source, and they are trying to create a circuit between themselves and the other person.

This is literally what they are trying to do. They are trying to create a connection this way.

What happens is that most guys don't realize this and think that everything that the woman is saying is meant to be taken literally. It's not. It's just communication currency.

Another thing to remember is that your agenda is to get laid. Let's face it, we're guys, and that's what we're out to do, but not necessarily the only thing we're out to do. It's our goal and our objective, but it is not THE only goal and objective.

Sure, we'd all like to have a great girlfriend that we could hang out with and do cool things with, but we also want to have sex with her, and that's okay because you are a guy, and that's absolutely fine and don't let anybody in the media tell you otherwise.

Now, our agenda is to get laid, but her agenda is to keep you just as a friend because she has options. She can't possibly entertain every guy that is coming after her or trying to pursue her.

# The Ignition Code: Next Steps

She can't entertain every single one of them as a possible boyfriend.

Again, she's got options, guys are approaching her, guys are talking to her, and she has guys in her immediate friendship circle that are orbiting her and trying to weasel their way into her pants. I guarantee it.

So your agenda does not match hers. She's trying to keep you as a friend because that keeps it less complicated.

She would much rather have a thousand guys worshiping her and telling her how awesome she is than have one of those guys that's necessarily a boyfriend.

This is an important distinction to make. Yeah, she does have a part of her that would actually love to have the boyfriend and a husband or whatever, but honestly, if she could substitute, she would do really well with just a stable or a harem of guys that just worship her 24/7.

That's all they do. They send her texts and make her feel good about herself.

Now, this may seem incredibly narcissistic, but that is part of the primary female drive, and it's not necessarily bad, any more bad, than it is that guy to want sex upfront. But again, remember, the agendas don't match, so you've got to keep that in mind when you are pursuing her.

She is trying to keep you out of the boyfriend slot in her life, and you have to work effectively to the other end.

She won't become comfortable and safe with you purely through texting. It's just not going to happen. You can't do that.

A lot of guys try and do that. They try and pave the way to a relationship through texting.

It doesn't work like that. You have to talk to her and preferably get together with her in person.

That is the important thing that you should be focusing on. Don't try and focus on making her feel comfortable and safe enough on a text.

If she is expressing doubts or misgivings about possibly meeting up with you, it really means that you didn't do your job the first time you met her, or in subsequent getting her to go out with you, and I'm going to talk about that one again in a second too.

# The Ignition Code: Next Steps

Keep your interactions with her to just a few texts, and I call it bursting. Any particular texting interaction is a burst, and you want to those short.

Don't go into "talk about my entire life and you're just so happy you finally found a girl that will text you back" mode.

Let it do its natural course because a needy guy, this is where he shows his true colors.

The guy who has plenty of options doesn't have time to be texting a girl an entire novel about his life. Keep it down to just a few texts.

Share interesting information that makes you three-dimensional. I call it being 3D.

Most guys are 2D. They're two-dimensional. They are shallow in how they express themselves.

Even though they're three-dimensional people, they end up expressing themselves very two-dimensionally, and as a result, a woman doesn't see a full man, she just sees a caricature of a man. You need to show her the full man.

Playful and fun is the rule of texting. It's not to impress and not to brag.

If you find yourself saying anything that is trying to impress her or brag to her, delete it immediately.

It's absolutely not what you need to be sending in text because it looks stupid on the other end. She can pick it up immediately because texting has this way of stripping away any meaning you might have had and injecting all the meaning you didn't think you put into it.

Always with proper grammar. Wow, I guess I should make that proper. It should say always use proper grammar.

We've kind of talked about this through the course anyways, that with grammar, you don't want to use any of the "leetspeak", any of the clever acronyms, all that stuff, avoid it. Spell things out.

Sign your name on the first couple of texts. This is a trick that not a lot of guys know about or do and it's very important because, again, this will stop her from saying, "Who is this?"

# The Ignition Code: Next Steps

You want her to know who it is right off the bat because she may or may not have programmed you into her phone with your names, so it's just coming up as a number.

How is she going to know? Sign it with your name. Put your name after a little dash and your name.

Use lots of emoticons, but just stick to the smileys. Don't use the ones that are kind of ambiguous, like the one with the tongue sticking out.

What does that mean exactly? I don't know, and she doesn't either.

It just confuses her more, and if you're making her think, you are working against your own agenda. Make your descriptions vivid and visceral.

Here is an example, "I come up behind you, with my breath hot on your neck. I pull you close to me, my arms wrapped around you tight, and you turn your lips back to me as I..." and of course, that's where I exactly cut it off too.

I always leave them on a cliffhanger almost as if I got interrupted texting, and it's almost like they have to turn the page to find out what happens next, and it's literally like a mic dropped.

Leave her hanging. Make her beg for more.

So I've given her a little cliffhanger. I've totally engaged her senses.

I guarantee you that this phrase will definitely pull her in like nothing else and you need to make up your own.

Don't just rely on me and start copy pasting everything. Make up your own stuff because that's how you really get good at this stuff.

But make your descriptions and make the things you talk about vivid and visceral enough for her to really imagine it.

Go with her hand offs. Hand offs are when she's hand you line or something that you can improv or riff on.

If she throws something into her text that you can go, "oh, I can say something about that." Go with it because it keeps you on her plot thread and it shows that you're there in the conversation, and it makes it easy for her to keep talking to you.

# The Ignition Code: Next Steps

Occasionally, send something to her in another language. Not frequently, occasionally send something in another language, and you don't even have to know that language. Just use like Google translation or anything of the infinite number of translating services on the internet now and you can translate some pretty cool stuff over.

I'm used to Italian because I know a little Italian, and I'm Italian, and it just seems normal. I kind of steer away from French because I'm nowhere near that, and I'm not interested in French, but you know what, I'll use a short French phrase every so often.

Of course, what will she do? Well, if she is a smart girl, she will go out there and just translate it right back.

But if she's just curious and doesn't have the time or she wants to make sure that there is an interaction, she might ask you, what does that mean, and then you can again play with her, tease her over it, whatever, but sending something in another language is really good because women love that.

Again, keep it down to 10 to 20 words in your texts. Keep it short. Shorter is always better.

If you find that you're frequently sending long texts that go on for lines and lines and lines, go in and see where you can edit and bring it down to size. It's a good exercise in brevity.

Punctuate your text for pausing and for clarity. That's the only reason that we use punctuation, by the way.

Punctuation just tells us how to read or how to say something that's written down. So I use ellipsis a lot. Ellipses are three dots in a row. I use them quite a bit.

I use hyphens to kind of separate things. I try not to use periods could it just seems too formal and it puts a stop to that sentence too harshly.

If you have a choice, you can send two texts in a row that have half the size and that makes it easier to read as well.

Avoid all profanity and negativity in your emails. This should go without saying.

I've already explained it once, but no swearing. Wherever possible, no nasty body part naming, and no negativity.

# The Ignition Code: Next Steps

Don't text her more words than she sends for the most part. Don't text her more words than she sends.

This will stop you from being again needy guy syndrome where she picks up.

She'll send you something like, "Hey, what's up," and you'll send her a text about everything that went on your day. Nope.

Then you can just send something back just as short, but again, inspires her to reply.

Share something personal and vulnerable, or going back being 3D here, be that three-dimensional guy and share something personal about your life, something about who you are, something vulnerable, something about what you like, what you're into, what moves you emotionally.

Be a three-dimensional guy because that's the kind of guy she's going to connect with, not the 2D guy.

Ignore questions that go boring and substitute a better reply. For example, if she asks you, "Hey, are you driving on 101 right now?" And you say, "I've got the radio on and playing a song we could dance to."

You didn't really answer her question, but you gave her a much more interesting response than she was going to get anyways.

What are you going to say this? "Yes, yeah, and there's traffic."

No, you send something that makes sense for what you're trying to accomplish. That's how you re-interpret her questions on a way that suits you.

That's what all great TV interviewers do and all great TV hosts and interviewees do as well. They don't answer the question that they're asked, they answer the question they wish they had been asked.

It's a very, very big secret right there.

Always keep the goal in mind. What's your goal?

Again, you're increasing her attraction for you. You're trying to make her feel good and you're trying to set things up for later, meaning you're trying to set it up so that she will get together with you again in person.

# The Ignition Code: Next Steps

Let's make this the primary goal. Anything else is just mental masturbation for you, making you feel good that you're getting an interaction with a girl.

That's not what we're not trying to do here.

Again, seeing you in person should be the only way she understands that she gets to experience you. She doesn't need to experience you through texting.

She doesn't get to experience you through talking to her on the phone. She doesn't get to experience you through emails.

You make these things so short and sweet and lead towards one and only one conclusion, she must see you in person. That is the only way she gets to have fun with you.

So don't use texting as the way to, again, build this imaginary connection that, quite frankly, you can't get and is a waste of your time because then she might as well just keep you as a texting buddy.

Send the pre-meet text before your date, so that you don't get stood up. Send something like, "Hey girl, heading out in ten minutes. I should be there right at 10 o'clock. I'll grab to seat if I'm first there."

Something like that lets her know. It kind of gives her a heads up that you're, number one, still obviously going to this date.

You're not going to stand her up and that you are expecting to see her, which gives her a chance to respond.

If she doesn't respond and stands you up; you absolutely get rid of this chick faster than a bag of nasty wet garbage in your house.

You just dump that quick because she's an inconsiderate person, let's just say that. I'll be nice.

Remember, women will throw in unhelpful and distracting stuff to deflect you, to slow you down, or to stir you away from date stuff and move you more toward friend stuff.

This is going along with what I told you about before where her agenda does not match your agenda. Your agenda is to get laid. Her agenda is to keep you as a friend.

# The Ignition Code: Next Steps

Well, she's throwing in this stuff to again slow you down. She's challenging you. She's trying to make it difficult.

So what you do is you avoid her attempt or attempts to redirect you and then repurpose your offer of a one-on-one time with her, because what she'll do is she'll send you a text like, "Oh yeah. Hey, we should get together. My friend and I, we're going to meet up at so and so."

So she's obviously already including a friend, so we know where this is going. Well, she might just be on the fence and she might be just again trying to set up roadblocks and obstacles to make it a little difficult.

If she only wants friends and she's adamant, she's going to shoot down any attempt to get a date, but the first time might be just again her being on the fence.

So what you do is you say, "Oh sorry, I can't make it. I hope you and your friend have fun there. Tell you what though, I'll be going to so and so for lunch on Tuesday. Care to come along?"

Just add that in there and then again if she wants friends and that's all she wants, she'll shoot that down and that's where you say, "Okay, ciao. See you later."

You're done. Be quick to cut them off. Remember my motto, slow to hire, but quick to fire.

Formula, here's the formula for your first date, your first text.

- Greet her with her correct name. That's right, put her name in there. I hope you know it.
- Ask her something about her life, "Gina, how did that interview go that's you're going on?"
- When she tells you about it, then you relate to it. You say, "Oh man, I know what you mean. It's always so intimidating to be in front of those people. I went on an interview three weeks ago that just had me shaking. I didn't get the job, but it was a real good experience overall." So you just shared a little experience about your life and you're connecting with her.
- Then ask her to meet up with you with a subtle reminder that she already said yes. She better have. That better be in which you worked out in advance. You did, right? I'm just checking. You've got to do that when you're talking to her, you set her up in such a way that you say, "Hey, let's meet up for lunch sometime this week. Give me your number and I'll text you."



# The Ignition Code: Next Steps

- So that when you asked her to meet up with you, you say something to the effect of, “Okay, it’s time for you to put up or shut up. Let’s meet up at that burger place you wanted to go with me.” She already said yes, she should go along with that, or she’s just talking out of her butt, and that’s how you find out.

The golden rule about texting is always have her thinking about the date before you get her number, before it gets to textingville. We’re trying to do this right, and this is where a lot of guys go way wrong.

Basically, what they do is they try to walk away with her phone number as a consolation prize figuring that they are going to turn it into a gold medal later on through the miracle of texting, and what it really is it’s kind of a chicken shit way of handling it.

They’re just kind of, “Oh, let me just get your number, and I will text you sometime.”

They don’t ever really get down to the brass tacks of being in person with her and being able to set it up. They’re too afraid of rejection and as a result, they reap their rewards of that, which is a woman who’s really not all that interested and not interested really even in texting you.

So again, what you do is get her thinking about the date before you get her number, and what you say is something like, “Hey, I’ve got to head out in a minute, but we should grab a drink or some food later this week or maybe early next. What’s your schedule?”

You’re saying this to her in person, which means you’re going to have much more impact than you ever will in a text. If she balks at that, you walk.

If she’s up for it, you get her number and go. It’s that simple.

But again, most guys are hoping that, “There are some miraculous seven words I can put into text messages that’s going to kind of completely just blow her mind so much that she has to see me,” and that’s really a stretch.

It’s all one part of a big process that works really easily if you do it right from the start if you remember the golden rule.

All right, I’ll come back with some final examples here for you in this section. Come on back in the next video.

# The Ignition Code: Sexting

All right, now for the part of the program I'm sure you have been waiting for. Let's talk about sexting.

Let's talk about how to make it work and basically the easiest process to getting it to happen with the girls you wanted to.

Now, before you start to think to yourself, "Hey Carlos, man, I'm too young, too old, too bald, too fat, too whatever..." keep in mind that I've got a couple of friends actually that are, let's just say, a little older.

I'm not going to say how much older, but let's say the first digit is a 5, and a couple of these guys, they're getting sex all the time. They're just working gangbusters, and they're getting it from hot hotties online.

So I know that this stuff works. I know it works because I've not only field tested it, but I've seen it in action and with guys that quite honestly are no rock stars by any stretch of the imagination.

Sorry, man, if you're listening to this now, but you know what I mean, don't you?

So let's make an important distinction, sexting is overtly sexual. Sexts are basically sexual texting, using your phone to text sexual language, images or whatever you wanted to do.

Sexts whether they're text or pictures should always make her horny. That's the number one rule.

You don't send stuff that just turns her off. You send stuff that literally makes her hot for sex, and they should inspire her to respond with something equally sexual or dirty.

Now, of course, the mood is going to change between the time you're actually sexting and the time you actually get together with her. It's not really relevant, but sometimes as guys, we just need a trophy or two just to make ourselves feel good, and that's okay.

It happens. It's what we need, we're guys. We need that kind of sexual adoration.

Now, this is not the same as introducing sexual tension that we've talked about so far because sexual tension requires a little more subtlety. You are introducing the idea of physical contact without actually saying it.

# The Ignition Code: Sexting

So we've got to understand the difference here, this distinction between how it works when we're trying to drive up desire through text, through any other electronic means other than sexting.

Sexting is very overt and very sexual, so we've already crossed a certain layer or boundary there, and we try and escalate to get there quickly, because once you have, well, chances are good you're going to get a little bit further.

Things to keep in mind when sexting, one, what level does your relationship with her at right now? You wouldn't send a sext to somebody that you have not meant face to face yet.

You can't do that yet. It actually sabotages things. Suggesting playing naked Twister for your first date is probably not the best idea.

Sexts are best if there's already some sexual tension. You must establish that first.

It means you've already gotten some cues from her, some signals that tell you that she's into it.

Maybe there has been some physical contacts, some touching. There's already been kissing.

You've already been making out, not just a peck on the cheek. Let's be realistic here, or she's alluded to sex while you're on a date. She talked about sex or mentioned it.

She mentioned future sexual situations with you or she mentioned past sexual experiences or she even talks about her general enjoyment of sex and how she enjoys it like, "I like it when guys \_\_\_\_\_. I like it when guys go down on me or I like it when guys really know how to work the foreplay."

When she's talking that intimately about the act, you're generally in that ballpark, and you can pretty much be assured. Now, there are some girls who will tease and will talk the game but not know how to play the game, but that's okay, you will be able to pick them out.

Or she has made other overtly sexual comments to you. She's told you or showed you her sexy lingerie or she's made overtly sexual jokes of some kind, so you know when she's into it and when she's not.

If she avoids any of these things, that is a red flag.

# The Ignition Code: Sexting

That's an indicator that you have not gained that kind of attraction and you need to go back and establish that sexual tension first. It's very important and very critical.

Now, are you ready to back it up? This is also something to keep in mind.

The right sext can be a real panty dropper where it can be a sudden, "Hey, let's get together and let's bang now."

Don't do it just to see how she responds. She has to be ready to have sex with you.

If she responds positively and she moves forward, be ready to invite her over right away if she wants. Girls are like that now.

They will actually do that, but you again have to have some sort of built in level of intimacy that's already there, you've already met, you've already gotten together, there's already some trust. Some of that has already been established.

You see, women are sexual too. Most guys forget this and they try to be too polite or trying to appeal to the angel in her when you really got to appeal to the whore in her.

I don't mean that to mean in a nasty way. It's the old Madonna whore complex.

If you don't know what that is, look it up on the web. It's basically this duality that all women share where they're trying to present themselves as being the Madonna, the pure, the Snow White virgin, but at the same time, that she's also got the nasty side.

So don't tap dance around the subject of sex. Be direct and be obvious about it, but don't be in her face and offensive with it.

There is a distinct difference about that.

Think about this, *Fifty Shades of Grey* was written for women. It's one of the kinkiest, dirtiest books ever and they used terminology and wording that is not male, but at the same time it is just as dirty as anything you'll ever read from a guy or for a guy and it sold millions of copies.

It's almost ridiculous how much that book and those set of books and a damn movie made. It's really outrageous.

Almost all the buyers were women and the guys that did buy it were probably buying it for a woman. Let's just be honest about it.

# The Ignition Code: Sexting

It's not something that guys dig, but that is incredibly powerful.

By the way, if you haven't read, I don't recommend it as literature, not by any stretch of the imagination whatsoever, but it's also something good for you to have under your belt and to be able to say that you did read and be able to talk with her about it or even text her about.

Texting her a reference from the book would actually be kind of cool in a way if you do it right. Don't start with something super kinky.

One option is, again, using *Fifty Shades* or another popular erotic book, ask her if she's read *Fifty Shades of Grey*. If she says yes, follow up by asking her if she thought it was hot.

Also if you ask, ask her if there are things she would ever try from the book or what her favorite part was. I would actually ask her what her favorite part was first, and then you can go into, "Is there anything in there that you thought you'd ever try?"

The goal is to build up and to get her to start sexual texting. We want to get her to initiate.

If you do it, it's too obvious, but if she starts going there first, that's the ideal situation. That tells you that she's definitely into it and things are going in that direction.

Another thing to keep in mind is what is your end game? Do you want sexual messages to lead to sex, or you're just teasing, flirting and trying to collect your own little gallery of pictures, and that's pretty normal too.

That's okay. A lot of women do it in the way that they know that their face isn't in the picture, so that really couldn't be held against them later.

The normal dynamic is this, she will expect to be the one doing the teasing, and the best policy for you is to accept this dynamic. So follow this formula:

1. Sexting
2. Introduce the idea of meeting face to face without actually inviting her over so after you've been sexting or after there has been some, let's say, intimate words and/or images exchanged, something like, "Damn, if you were over here right now." See what she responds. She how she responds to that.

# The Ignition Code: Sexting

You can also say, "You're just going to tease me and not come over to back it up, aren't you?" There you're just kind of assuming it and you're kind of joking and you're not asking her really. You're putting it out there and you're kind of testing the water seeing how she feels about it.

"You're just going to tease me and not come over to back it up, aren't you?" It's kind of like you're saying that. She'll probably say something like, "I don't know. Do you want me to?" That little girlish coyness when she really does want to.

3. Actually, ask her to come over or meet whatever. After you go through the little teasing or the hinting at it part of it, then you go to the actual asking her to come over or meet up with you. If you aren't going to ask her to come over at some point, you might not want to send anything too sexual. You might not want to start this particular motor up.

So remember that formula because it's important. If you started texting, you've got to be willing to follow through on the whole pattern.

Now, the trick here is to recall the hottest sext you guys have sent back and forth when you meet her. If you lose the horny energy when you're face to face, you might want to mention that hot sext that got you into this position in the first place, "So are we going to try that thing you said you like in the text?"

4. You can also just leverage off the topic a little bit. Let's say you started sexting about *Fifty Shades of Grey*, continue that conversation, but remember you always have to rewarm her back up.

Women are like this, they're constantly need of what I call maintenance warm-up, which is if they're left alone for any longer than 30 seconds to a minute, you basically have to start from scratch to get her as hot as she was thinking before, and remember all that hotness really started from between her ears. That's where a woman's sexual arousal starts.

5. Context is important. This is number five in the things to keep in mind when sexting. Context is important. Most women will respond well to dirty text and dirty pictures if, and only if, they're in the context of the regular text conversation.

Another way to explain this is they want raw sensuality mixed in with regular interactions with you. They want that as a regular part of the interaction.

She doesn't want you to just send a dick picture, but she wants you to be able to work it in a tasteful effective sort of way.

# The Ignition Code: Sexting

She wants it to be more than about the sex. There has to be some other connection there as well.

Now, there are some girls that will just go this direction and not need it, but for the most part, and I guess I'm more talking about the girls you might hook up with on Tinder.

Maybe not so much, but really even still, they're still that.

I'm one of the guys who firmly believe that no matter how much we want it to be this way, women don't date like guys. Basically, they don't hunt out sex quite like guys do.

They don't look for it the same way. They don't necessarily want immediate, anonymous sex.

Although there are some women that look for it, it's not the same drive coming from the female side of the equation.

So we as men, learning these particular secrets, these particular techniques, tactics and strategies, learn how to put them in that frame and give them permission, which is really the essential component, we give them the permission to do the things that they really do want to do, because deep inside there is that desire, but she will hold herself back.

6. Use a couple of ramp-up texts before you get to the dirty one. Let me give you an example sequence using the shower as a catalyst here, "It's been a long day, a long, hot shower time." You send a text like that.

Or something like, "Nothing better than 30 minutes in the shower." You can even tag on, "Alone."

And then, "It sounds good, right? Won't you come over and take it with me? Or take your own and I'll decide if I want to jump in later."

So we're using the shower as the conversation with a little bit of ramp up. Again, you're using a couple of texts to set the stage and then one that kind of hints at the thought that you're having.

7. Keep a two-to-one ratio. In other words, two normal compliments for every one sexual comment. Normal compliments are things like her looks, her style, her personality, things like that.

# The Ignition Code: Sexting

The deeper you can go and the more meaningful you can make of that compliment, by the way, the better. The less you can make it about her appearance, the better.

What this ratio will do is it will protect you from getting too sexual too fast. Remember, she wants your interactions to be about more than just sex.

She wants them to be about connection. She wants them to be about this romantic magical something that you two are sharing. It's really important you remember that.

So we set out those ground rules, how do you start sexting with her? How do you get this chick going down this path?

Well, if you know that there is already sexual tension, you can start sexting, and there are ways to do this without risking coming off as creepy.

Again, the first thing you don't send is a dick picture. You don't send that first thing.

It's just not a good idea. Even though there are some women that stockpile these things, that's not what she's looking for.

That's not what turns a woman on. Women are almost never turned on by the sight of a penis.

I hate to tell you this, but that's not what immediately connects her with sex.

What connects her with sex is the next thought from wherever she is, and it's typically how it would be to connect and how it would feel to be physical with somebody. That's her emotional redemption if you will.

There is always a danger if you are still in the feeling out period where you're still trying to feel her out. If you haven't actually slept with her yet, that's the feeling out period, so there are dangers in this zone you have to remember.

So there are some ways to handle this.

1. The truth or dare. The goal here is to start fun, and then turn sexual. Send a text that says, "Truth or dare?" It's a great one to send out really at any time with a woman, but especially if you're going down this path of wanting to get her sexting.



# The Ignition Code: Sexting

Send her your sext based on her response. So if it's a truth or if she says truth, you send her, "Have you ever tried sex in a car, movie, theater, boat, elevator or whatever?"

Number two, "Have you ever..." and if you do this again, you want to do this for a couple of rounds, "Have you ever fantasized about me?"

If she answers yes to this, you can ask her to tell you about the fantasy, and just say, "Tell me about that fantasy."

Don't say, "What about me?" Or don't be too greedy for some sort of recognition or whatever compliment you're looking for. Just get her to talk about it.

If she says no, you can follow up and just confess, "Hey, you know what, I have something to confess. I did fantasize about you once," and then get her to open up or ask you about your fantasy because ultimately that's what women are seeking is this narcissistic drive to be worshiped, desired and fantasized about.

She may never have fantasized about you. That doesn't mean she *doesn't* want to have sex with you, but that just means she's never gone down that mental path yet.

But I can guarantee you when you're done, she will.

If she says dare, number one is you send her, "Come over here and jump in the shower with me." Or, "Don't wear underwear on our next date."

Make sure you're participating with her in this. Tell her that if she does the dare, you'll do it too, or tell her if she does the dare, then you'll do one for her next time, but make sure it's not just her doing the work here.

She wants to know if there's a connection and there's this participation from both of you, and that's where it comes in with the dare. Again, participate with her.

Very simple way, it's a truth or dare method and it really works well.

Innocent bait is another method. Talk about something sexual and then act coy like, "I sleep naked, but don't worry I'll wear shorts if we're having some slumber party."

# The Ignition Code: Sexting

That's a good one because again we're taking off the edge. We're not pushing the sexuality on her like, "Come on, you've got to have sex with me right now." We're actually kind of withdrawing a little bit.

2. Confession: I have a thing for sexy back or sexy hips or sexy navels. For me, it's sexy calves. You can put whatever you want in there, and the best part about this is you haven't said whether or not she has it yet, which means she's going to kind of wonder, and then you wait and then you can say something like, "That's why I'm into you."

Again, only use sensual body parts. Don't use hair, eyes, ears, nose, or something that might be a little bit weird or kind of fetishy.

I'll give you a hint here. Use a body part that's normally covered by clothing and is non-sexual. That's actually pretty important.

3. "I got this spot on my back that I can't reach in the shower. I wish I had a shower partner to help out with that." Again, we're trying something sexual and then we can act a little coy.

The naked update, what's the naked update? Send text when you're naked.

I have several friends that unfortunately when I get on the phone and, well, she'll reveal that, "Oh, I'm naked right now or something like that," which is just not necessary because I'm kind of attached and it's just weird, but then it makes me go, "Wow, I wish I was too."

So send text when you're naked. Stick with the sleeping naked theme.

It's really good. Just say, "I just got undressed and I got in bed. I sleep naked. Where are you?"

Or you can leave out the "I sleep" and just put naked in parenthesis "... (naked). Where are you?" It leaves her imagining and wondering.

Or number two, "I'm about to jump in the shower. Where are you?" The goal here is to bait her to respond with something sexual.

You're giving her something that she can grab onto or pass on and not feel like she's rejecting you. You don't put things out there in a way that risks you basically feeling or looking rejected.

# The Ignition Code: Sexting

4. Sexy movie. Admit to a sexy movie that turns you on, "I just saw \_\_\_\_\_," whatever hot movie is currently playing in the theaters or one that's actually fairly well-known hot movie like, actually, Body Heat with William Hurt and I can't remember her name. It was really, really good. It's a very hot movie. You can even ask her, "Hey, have you seen it?"

Now, you want to do something that it's in the movie theaters. It's not porn.

It's like a legit-type movie that would be more considered erotic than anything else, but not porn.

Number two, you can say, "It was hot. Usually I don't get turned on by movies, but this one did it."

Which is cool because you're kind of saying, "You know what, I'm not a big porn freaky." You're kind of subtly implying that.

Now, there are some rules for this whole sexy movie thing, and that is, again, don't mention how hot the actress was in the sex scenes. Don't talk about her at all.

Remember, the attention here and the focus should be on the chick you're pursuing. You want her to know that you are generally horny.

You're a sexual guy and it's not that you're just lusting after a hot actress.

Follow up, if she takes the sext bait, keep the conversation moving in the dirty direction or insist that she meets up with you. Tell her that you're going to tell her about the movie in person.

Bring her into it if possible. I don't mean bring her to the movie, but just tell her that the actress in the movie reminded you of her or had some similar qualities as her, like nice butt, nice ass, curvy hips, long legs.

Whatever, it doesn't really matter, and even better if you can bring in a personality trait that makes you seem all that much more insightful. That's the sexy movie version of that tactic, all of those will work.

Again, the key strategy is to start out with normal playful texts and then take the opportunity to bring it into a sexual zone.

# The Ignition Code: Sexting

Don't do this every time you text because it's going to start to be predictable and it's going to start to seem a little kind of creepy. It could seem creepy to some chicks, especially if they're not ready or willing to go there yet.

Take the hint. If she doesn't go there, wait a little extra, and wait until you see some indications of interest from her that she will actually go there with you on a future interaction.

5. Let's talk about the booty call. Once you've already had sex or at least you've been physical with each other, you can try something what I call booty call text.

Now, what is this? I'll give you some examples.

One, "I've been thinking about you, but definitely not PG thoughts." You can also say, "Definitely NSFW," which stands for "not safe for work."

If she doesn't know that, then of course that gives you a chance to kind of educate her a little bit.

Or you can say something like, "Wear those shoes I like, and nothing else."

Like when you say, "I'm coming over. I want you to meet me at the door. Wear those shoes that I like, and nothing else."

Or number three, "You're thinking something naughty right now, aren't you?"

This is giving her permission to be naughty. She may not have been. She probably wouldn't.

Most girls aren't thinking the naughty stuff specifically. She's just running random feelings through her head to see if any of them feel like they work for her, and if you can open her up to the possibility, guess what, you can lead her into the zone where she is feeling comfortable and safe with those kinds of thoughts.

That's how you get her into that zone of being able to say, "Hey, I could stop by in ten minutes if you're going to be there," and then play it that way.

Just play it very loose and light. Once you started the sexting, of course, it's up to you.

# The Ignition Code: Sexting

6. Now, you do want to go for pictures. Of course, every guy wants some pictures. Thanks for the modern smartphone, sexting can also include taking pictures, but use common sense first.

Number one, you don't want to end up on the internet, and by on the internet, I mean, everywhere anytime somebody could search on your name and find a picture of your dick. That's just not cool, dude.

Especially if you go for job interview, it's important. You can bet they're googling you, dude.

They're going to google your name. Who wouldn't? If I'm going to hire somebody, I want to know all the nasty stuff about him.

If you're sending naked mirror pics, leave your face out of it. That means taking pictures of yourself in the mirror, don't put your face in it, or at least obscure your face by putting the phone directly in front of it and making it impossible to see.

You can also turn on the flash to further obscure your face. It's a great way to do it. It kind of blots everything out and it makes it look like you're appearing from some spiritual realm.

Even if she seems into you, you've got to be careful. A bad breakup or a misunderstanding and God knows we've all seen those or heard of them or experienced them, that could still cause her to seek a little vengeance.

As the saying goes, "Hell hath no wrath like a woman scorned." Trust me, you always have the potential.

There is no chick on the face of this planet that wouldn't possibly do something nasty and mean like that. None, they are all capable of it, just like we are, so don't confuse your momentary lustful, in-the-moment impulse to anything else.

Just be careful.

The first time that I actually did, I guess I did what we'd call live sexting. I had a girl meet me when I was up in Upstate New York visiting my family and she met us there and she slept, let's just say, with me.

Well, we decided to have a little fun. I brought my new digital camera.

# The Ignition Code: Sexting

I said, "Hey, let's have some fun," and I just wanted to have some pictures with me in her mouth, and she said, "No problem, but I'm going to wear this."

She put on a little like blindfoldy thing that kept you from knowing that it was her. I'm like, "Oh cool, that's actually a good idea. That actually is kind of sexy and savvy."

So again, you don't want to end up on the internet. If there's anything you learn from this section, please, please be careful with that.

Don't send unsolicited pictures. Use the same rules you would use for deciding to send sexual text.

If there has been no sexual energy, no kissing, nothing physical yet, it's too early to send a picture.

Trust me, your penis will not make her suddenly want to go to bed with you, even if it's a big one.

Don't do it. Just wait. Put it in context. The best way to be sure she'll like the picture is to put it in a context.

Number one is like if you've already been texting about taking a shower, for example, then you could send her a snapshot from the bathroom mirror, and again, obscuring everything else, just giving her a quick something, or do a series, towel, then no towel.

If you're still uncertain, keep the towel on no matter how much you may want to.

By the way, the reasons that men and women text and send sexy pictures are distinctly different.

Men do it for admiration and basically ego gratification or ego stroking, and women do it for attention. So men do it to show off, women do it for attention.

Have you ever have thought of that? Again, it's the important reason why you need to be very careful.

It's very tempting, especially as a guy for us to do those crazy things.

# The Ignition Code: Sexting

Save the naked snapshot for later. Or only send it if she ask after you have sent the towel pic.

So send her the one with the towel pic and then get her to beg or ask you for the naked shot or the hint of a naked shot.

Even better is to send her naughty naked one, but one that hints at naked, like the side of your butt cheek or the side of your leg or whatever flattering feature you like, but don't get too sexual.

As a matter of fact, what I like to do is if I'm going to do a dick pic, what I'm going to do is I'm going to do just the zone just above the shaft.

That way you can kind of tell that there's a dick going on below this picture, but you don't see any of the detail. You just see, well, let's just say the hint of it.

Number two, prove that you're wearing your jeans commando style. This is again another context that you could put it in.

You could send her a text saying, "I'm going commando today. I'm feeling free and loving it." Or, "My boys are free."

Then she'll say, "Oh really?" And you'd say, "Yeah, do you want me to prove it?" And that's where you can play this one.

Number three, tell her you're horny and then send visual evidence if she tells you to prove it, and I would highly suggest again, no bare skin shot, just show her the lump of approval as we might call it, a hint, the shape of things to come, as they say or as it's used to be said by that famous British auto car company.

Get her to send pictures to you. Again, any picture sext request you send to her should be made within the context of the banter in your texting.

Don't just ask for a naked picture out of the blue.

I did that once with a girl I was seeing and she was way into me, but she also decided she would refuse me on that count because she's like, "What? This just seems like it's coming out of nowhere.

All of a sudden, you want naked pictures. No, no way." She's got kind of the hint that this could go weird.

# The Ignition Code: Sexting

I have to admit at the time I just really, really wanted a picture of her body because she was fantastic naked. She had these great boobs and I just thought it would be a good idea, then I asked and I got turned down, but at least I asked, but I should have put it in context.

So here is a context idea for you to create a situation where you can ask for the naked picture.

Number one, you start talking about taking a shower together and you tell her you can't come right now, but she could send you a peek preview or send her your shower pic and ask her to reciprocate.

Again, the more you can leave to the imagination in these sexting pictures, the better.

Number two, ask her to show you her new underwear. Get her to show you wearing it and then say, "Okay, now give me that sexy thumb-in-the-side-string-hook look that I like so much from all the models."

There was that picture they have of the models with their thumb in the string kind of hooking it down a bit.

Or text her about her best asset, her boobs, her butt, her hips, and tell her what it is. Give her a little compliment to make her feel sexy. Give her the attention she desires and then say, "You know, I'm not going to stop thinking about that until I see it."

Leave it out there, let it hang, and you'll kind of gauge from her response whether or not she's into the possibility of sending that pic to you.

Let her know that the pic was hot, even if it wasn't. Whatever she sends, you do it, unless it's an obvious stupid gag or she just sends you a picture, and of course, I've had that stupid thing that girls do where they say, "I'm going to send you a picture of my pussy," and what they do is they send you a picture of their cat. Yeah, funny.

But again, always let her know that you appreciate it. Actually, in that situation, if she sends a picture of her cat, I would still say, "Wow! Your pussy is so hot."

And play along with her. Don't get all petulant and bratty boy that got denied. Let her know that you're having fun.



# The Ignition Code: Sexting

Then always let her know that you deleted it after enjoying it. This is a very important step here again that most guys don't know about.

It's very important to say, "Hey, you know what, I decided I'd just delete that instead of keeping it. I don't like evidence on my phone, and God knows the NSA or the government is probably monitoring me anyway." Or joke with her however you want to.

Again, if you're not using something like Snapchat or some other app like that, that's a good thing to do. A positive response will make her more likely to send more in the future, and the more safe you make her feel, the better.

Number four, reciprocate. Women get frustrated by one-way sexting.

It's not cool. You've got to reciprocate.

Reciprocate with a dirty pic of your own for every one that she sends you. This again builds a level of trust with her and it creates a more equal dynamic that she can trust in.

Pictures will be for fun, they will not be currency. In other words, currency that she uses to get you to do things for her, you don't want that kind of thing going on where she's just sending you the picture to get you to do something, "Pay my phone bill and I'll send you some naughty snapshots."

Now, I don't know. Maybe it's worth it.

Maybe she's hot enough that it's worth the money, but don't get caught up in that kind of dynamic. You're going to become the ignorant, naïve sugar daddy.

Nude, non-sexual pictures are okay for reciprocating. Just a quick snap in the mirror is fine, and again, I highly recommend you keep the details, either obscured or just slightly hinted at in some way to make it difficult for her to either use this against you in some way.

Again, it's meant to inspire the imagination, not to replace it.

Last but not least, the undressing trick. What's the undressing trick?

Well, gradually make your sexting picture hotter and hotter. You start out with one thing and you have to move to the next and you make it gradual.

# The Ignition Code: Sexting

It has to be gradual so do each step on a different occasion, on a different texting interaction.

Start with a fully clothed pic, "Hey, do you like my new jeans?" Then throw in a shirtless or back shot at this point.

She won't think it's weird or creepy if it's in context. You can send her a snapshot of a backside and say, "Look, it even fits my butt nice."

Look for positive signs in her response. Did she say she liked getting the picture?

Did she compliment you? Did she ask to see more?

You may be tempted if you go in from there that you may or may not want to actually cut her off at that point. Remember, we're looking for response potential and cutting her off early is always better from your point of view.

When she mentions new clothes, new jewelry, et cetera, things like that, ask her to send a picture, and if everything is positive thus far, then you can send an underwear picture.

You can send something like, "Hey, do you like my new Hanes," or whatever style you use, "Do you like my new Joe Boxer boxers?"

Very often she reciprocates with a lingerie pic if you go first, and just always act like it's something new for you too. You can say like, "I can't believe I'm doing this, but..."

Number four, sending a fully nude pic. You may even be able to trick her in asking for one.

Jokingly say you're insecure about how you look naked and say, "I don't know if I should." Say you'll send one if she reciprocates, or promise to send one next time you're in the shower or whatever.

Wait a couple of days again before sending the picture. You want to kind of separate that by time because then it doesn't seem too in-the-moment.

Urgent, needy weird, like you're going to go off and masturbate to it immediately, which yes, I know that's shocking and weird, but it does happen.

# The Ignition Code: Sexting

Note, it's always best to send a warning text first. In case, she's in public when she opens the pic and she doesn't expect to see it, you need to send pre-pic text basically saying something like, "I finally got over my nude pic shyness."

Or put in the NSFW, or, "Warning, this is shocking." Or something that will tell her that she shouldn't be sharing it right away.

Also, another great reason why you don't want to leave your face in these images is because she may very well and may likely share it with her friends. I'm just saying she will do it.

There you go, a quick course and primer in sexting and how to do it and how to get it done right. If you have any questions, make sure to ask me, but I was going to say that's the large and the small there, but that's the long and the short.

Oh, that's not any better either. That's the strategy that you need to have to get the job done.

# The Ignition Code: Tinder

So what we're going to do is we're going to go through a few of the dating apps out there and we're going to tell you some strategies, how to best use them.

Obviously, these are going to change. They're going to change probably weekly.

If not, eventually daily with a number of different apps that are out there. Somebody is going to come up with a new clever strategy for putting two people together.

But you know what, it doesn't what the mechanism is, the same things apply every single time.

All these apps are doing is taking the place of somebody who could walk up to you and say, "Hey, you should meet this guy, or hey, you should meet this girl," and they're putting the two people together.

That's all they're doing, and they're doing it through different ways. The principles remain the same.

Sometimes the intent is a little different depending on the app that you're using, like some are more geared towards sex, some are more geared towards just meet-ups and dates.

Some are more casual, some are less casual. It doesn't really matter.

What really does matter is that you use them effectively and correctly.

So let's get going here. First off, we're going to talk about Tinder.

Now, I signed in here and basically I'm just going to go through the app itself a little, explain it, use my cursor here and I'll use my phone.

I've got my phone plugged in so we can record it and show you this.

Basically, what you do is you swipe to see new people. If you're not interested, you click the little X.

If you are, you click this. If you want more information, you press the little Information thing in the middle.

So if you hit the information, you find out she's 34 miles away, she's active three minutes ago, and that's kind of all you get on that.

# The Ignition Code: Tinder

I mean, we're not talking about a whole lot of information here. If you swipe, what are you getting?

Well, you're getting different pictures. That's about it, and that's all the information you get.

Not terribly complicated, is it? That's the way this is.

Now, you get this picture of the moon over the Golden Gate Bridge, which for me in San Francisco, I'd be able to say something about, be able to make a comment about, but take note of it because the images they include have that kind of meaning.

So I just threw myself into the pool, pulling up just about anybody. It doesn't matter here if you're looking for a woman at this age bracket or not.

I just wanted to show you some examples.

So again, what I'm going to do is, it also, by the way, shortcuts up at the top, you'll see that the X in the heart are up here now, and that indicates whether or not you're interested or not, so I'm going to hit X on that, and it brings me actually back to this screen.

So hit X here and it shuffles her off and I don't see her again.

Here we go, next person, Rita, 41. She's got this cruddy picture that looks like it was taken through the bottom of a glass.

This is what a lot of people do. If I swipe, this is what you get as a message.

If I swipe with my finger and dragging a picture to the left, it indicates you're not interested in Rita.

So if I'm really not interested, I hit Not Interested. If I'm interested, I hit Cancel and I hit the heart button.

Now, both do the same thing, so I'm just going to hit Not Interested there.

This is Karen, 45. Actually, she looks pretty good for 45. Again, images don't tell you that much, so you've got to work with what you got here.

# The Ignition Code: Tinder

Again, if I swipe, I'm losing that person. Do you see how it says "Nope" on there? If I want to go this way, it would be like this.

That's as easy as this app can possibly get.

If they connect with you, they connect with you, and that's what you're obviously looking for. If they're interested too, they will indicate their interest back.

So I'm going to save, in this case, Like and it gives you again a reminder. I haven't used this app much on this phone, so I'm just telling you.

That's why it's giving me all these prompts.

So I'll click Like, go on. Theresa, no. Elizabeth, no. I'm not really looking for anybody in particular, that's why I'm pretty much swiping to the left constantly.

I'm kind of curious why this girl is with a bunch of old people in the background there. I don't know, but I'm going to again say no. Tracy, 42.

I don't even have a profile here so I'm not exactly sure how it's pulling the information.

I think it might have gotten some information off of the Facebook profile of the account I signed in on, which actually doesn't have my information on it.

Now, if you click that little bubble up at the top there, that's where you get into conversations or connections up there, and you can see where that is.

This little Camera icon in the upper right if you click that, basically, your snapshots are "moments," and you can click between my moments and activity.

Of course, the moments you will take will show up here as little images and whatnot, so that's how you can get those little pictures like the one she had with the moon above the Golden Gate Bridge, so I'll click on that little speech bubble thing, and it talks about basically I have to discover some people and connect to actually match with them.

If I click on the little fire thing in the upper left, I'm back into the app again or back into the matchmaking mode. Now, if I click on the little gear icon on the upper left, what do I get?

Of course, this is stuff that you could easily figure out yourself.

# The Ignition Code: Tinder

Of course, you can set up your discovery preferences. You can change who you see and who sees you.

You can turn discovery on and off. You can set your distance limit.

So obviously, if you want women within a certain range, you're going to set that limit.

You're going to set the age range. I don't know why it set me there.

I have to go back down to something that I wouldn't go for. Let's try the 20 to 35 range, and you can set show only women or men or women or only men, so obviously this could be used for anybody. So I'll click down on that.

App settings will give you everything like new matches, messages, moments, likes and things like that, in-app vibrations for your phone and all the other usual stuff.

It's not a big deal here. That's normal stuff.

You've got a FAQ (Frequently Asked Questions). You can always dig in to there if you actually had to get some more information.

I'll talk a little bit more about this when we cover the actual tips about the app to use.

Really, that's about it, dude. There's not much to this at all. So click back to menu.

Okay, that's their menu, sorry. Let's go back to the app. If I click in a little flame thing, there we go.

So there you go, this one actually brought me to a little website, so I've got to change back to the app. Let's go back to dating hook up, back to Tinder, and we're back in the app again.

So basically, I'm just choosing the function by clicking little things up top. So there's Jasmine.

I don't know what age Jasmine has, so I click the little Information icon. It tells you she's 18 miles away, active 23 hours ago.

You see, there's a lot of information here, and you should be using this. You should be using it to ask intelligent questions.

# The Ignition Code: Tinder

Look at all the stuff she's given. She's a former model and songwriter. Of course, she puts that upfront so that tells me a little bit about her personality.

She's an Italian opera soprano, so she sings. TV producer, I'd be interested to know more about that.

She probably thinks a lot of herself. She's a designer, dancer, photographer, entrepreneur, and lived in three continents and traveled to four.

She's 5'9, creative, entrepreneurial, spiritually inclined, and she lives in San Francisco.

Basically, if you live in San Francisco, you have to put spiritually inclined on your profile. It's just the way it is.

If you scroll up, you'll see that there are common connections, so you see those people that she knows that you know, so there are ways to find out if this person is actually somebody you might meet up with again.

You can scroll. Now, when I swipe left, I see the pictures for her, so you'll get a little bit more of an idea.

She's obviously not bashful about showing who she is. She's fairly pretty.

She's 35, active 23 hours ago, and 18 miles away. What else do I need to know?

So continue scrolling here and you can see other pictures. Oh, there's an interesting shot.

She gave a little bit of cleavage, and she turned to be goofy there, and that's her bedroom, and we're back to her again.

So there we go, up top, by the way, you'll see those little dots correspond to the different photos.

So what do we do here? Do we like her or do we not like her?

When I click done, then I get back to the profile. I can swipe left and say no.

Here we have Morrow, 28, and again, to get to those pictures, be careful because this is one of the mistakes a lot of people do is they don't notice that you have to go into Information to see the other pictures. Here, I can swipe.



# The Ignition Code: Tinder

In the previous screen, if I swipe to the left, I will be declaring that I do not like her, so you have to be careful about that. Interesting, that looks kind of like she might be a guy.

Yeah, that one is kind of scaring me a little bit, I don't know. What do you think?

Anyway, common connection, I don't know. I'm not even sure how I know this guy, but there you go.

He must be one of my friends on Facebook. There you go, very simple app, very simple to use, very straightforward, and again this little icon at the bottom there also tells you if there's a connection.

Now, let's get into how to use this and abuse this. No, how to use it correctly, how to use it to get what you want and meet up people quick.

So we're going to cover the ins and outs of the most popular dating apps.

We started, of course, with the ones that's the biggest today and that is Tinder, which could change at any given moment given technology and how things work. You just never know, but there is always room for change.

We'll see if Tinder wants to go public and have an IPO and sell stock for ridiculous price.

What are the pros, the cons and the strategies for each one of these apps? Let's go through each one.

We're going to start with Tinder, which I just showed you. It's very straightforward, very simple app to use.

The pro is, of course, it is easy to set up. It is dumb, dumb easy.

It's just basically connecting your Facebook account like I did, it fills in your Tinder profile automatically and all you have to do is tweak it.

It's easy to browse lots of people. You just have to swipe to show interest and swipe the other way to show not or tap to see more info about a person, which by the way, is also something you can do.

You can just tap their image on the screen and it brings up that screen I showed you which allows you to scroll between images of them and of course more detail.

# The Ignition Code: Tinder

It's the most popular mobile app right now. Most people who engage in online dating have a profile on here, or are using multiple services at the same time, so it does pay to be on more than one service or use more than one of these at the same time.

You don't have to invest a lot of time. It's so simple that all you have to do is to simply show interest by swiping right and then that person is basically given a chance to reciprocate when shown interest.

If they don't reciprocate, if they don't show interest back to you, you're not notified, you'll never know, so there is no hit to your confidence. There's no slap in the face of "they rejected you."

No, it's just that they didn't show interest. That's all there is to it.

It's perfect for choosing lots of people to practice your mobile game or to have casual dates with lots of different people. That's what makes it so popular and so easy is that it doesn't put a whole lot of weight and a whole lot of importance on the whole dating process.

It's pretty much casual, which is I think one of the biggest complaints and one of the biggest issues that a lot of people have with online dating apps is they get so invested in them thinking that, "Hey, I'm going to be online dating, and this better work for me," and they get really, really caught up in the mechanics being so important when, in fact, it should be so much lighter to do it.

Privacy is also one of the pros. You aren't notified unless there's mutual interest, unless you both swipe right on the image, but neither knows who swiped first.

Isn't that cool? So you don't know. Neither person knows who swiped first to say interest.

All it's going to do is it's going to put me in front of that person without saying, "Hey, I liked her. Is she interested in me?"

There's no embarrassment. There's no rejection, and well, at least until you have a face-to-face date, but even then, who cares, because they will have been vetted for you basically.

It is GPS powered so you only see people that are in your area, which is really good, and it makes it quick and effective.

Now, what are the cons of using this app?

# The Ignition Code: Tinder

The first cons are, first of all, initial interest is based mainly on photos, and some people might think that that's superficial, but that's tough titty. That's exactly why.

What do you think it is when you walked up to somebody at a bar and started chatting them up? You were basically interested in the superficial qualities, the things you saw about them, and that's what you did, you went up and said hello based on, "Oh, they look cute. I think I'll talk to them."

That's life. Get over it.

Most people like to set up a face-to-face meeting quickly. That's one of the cons for some people because it's not really the best tool for building attraction before you get to that first date, though there is a possibility to send messages, which you should leverage.

Most people like to move to the face-to-face phase quickly on Tinder. Keep that in mind.

This is a very fast-moving app. You want to get to face to face quickly.

There's not much effort to even vet her before the first date. So you've got to be effective and you can still use the tactics that I've talked about.

Some women are wary of Tinder matchups. Even they're on there, they're still a little bit wary about it.

You're going to be under greater scrutiny on the first date because you're less qualified.

If you're on Match.com, maybe slightly more qualified because you had to go through the process of setting up a profile, this and that, and they can kind of check and look into you a little bit, but really Tinder is very, very basic and brutally superficial sometimes.

Lots of guys use this as a hookup app for one-night stands, and to be honest, that's what it's often good for, and so a lot of women will be very wary of you if they're not into that or not looking for that.

So some strategies, Tinder is best if you're active, if you don't try for one connection at a time. It's best to show interest to several women at a time.

Don't get too caught up in any one person. Don't get all hung up on one. It's a very, very brief app in a lot of ways.

# The Ignition Code: Tinder

Get other contact information for the people you connect with. Tinder does have messaging capabilities, I showed you that, but getting a phone number is a good idea if you want to use texting strategies. You want to bridge out of the app as fast as possible.

Don't stay in the app. You're only looking for the initial connection, and then you're looking to get real as quickly as possible.

Offer your number first and then ask for hers so that you can set up a coffee date. That's all you've got to do. It's that simple.

Offer your number first, tell her you want to set up a coffee date, because that's all the people are on there for. You don't have to deal with the BS that you normally do on Match.com or other sites where you have to set up a whole profile.

Casual first meet-up, this is one of the things you want to set up. One of the greatest advantages of Tinder is it's so casual.

Most women don't expect a formal first date if they meet you on Tinder. They think you're going to basically just want to see if you two have any kind of chemistry or interest in each other at all, which means they're expecting nothing less than nothing.

So that's basically good for you, you don't have to do a big, huge production or big, huge date, and that's a good thing for you.

At the same time, it will be easy for them to move on to another connection quickly. It's like shopping for a boyfriend for them.

If you're too indirect about setting up a meet-up or if you wait too long to request a meet-up, you're gone. You're done, dude, so get it done.

Get it done quickly. Be fast and be effective.

Don't beat around the bush. Don't play games.

Don't try to find out more about her. Just don't do all that stuff.

This is meant to be a casual dating app, and that's exactly how you use it, so move quickly. Your strategy is to move quickly.

Tinder is all about speed. Don't get stuck in a texting messaging relationship with somebody.

# The Ignition Code: Tinder

From your first contact, your goal is to get that meet-up right away. No BS about it.

But again, do it softly. Don't do it harshly, "Hey, let's meet up, what time? Where? When?"

No, you've got to still do it softly with a little bit of a soft edge. Use the tactics I've taught you in this program to do that.

You can say, "Look, I love meeting new people, but I'm not getting married on Tinder. What's your cellphone number so we can connect and get a coffee date set up?"

It's that simple. It is that simple. It's literally that simple.

Don't make it more complicated than that.

Move quickly, have a soft edge to you, so that she feels like you're somebody that's cool to hang out with. It might be cool just to get that coffee with.

Then if you do set this up, make sure you stack them. Make sure you stack up a few at around the same time or close to the same time on a same day so you can basically haunt a coffee shop for a little bit, meet your Tinder dates and move on quickly.

Don't make a big production out of it and definitely don't inconvenience yourself to the point where the app or the use of the app is a negative in your head where you're like, "Oh God, I've got to use Tinder again."

It should never be that way. Tinder is an awesome tool to meet people fast and effectively. Use it.

All right, join me in the next video. We're going to talk about Match.com's app.

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Hey guys, this is Carlos and I welcome you to a very special part of the program. This is called the insider guide to Tinder, how to get a new woman every night, that's if you want, of course, based on the confessions of a Tantric goddess.

My Tantric goddess guest is Luba. Luba, how are you doing?

**Luba:** Oh, I am so wonderful. I have been great.

I just got back from a beautiful retreat in Spain where we had the gathering of 70 goddesses from all over the world, and so now I'm happy to be here with you, Carlos.

**Carlos:** That's a party I got to get in on. A 70-goddess party is a great thing for one guy to join.

**Luba:** Exactly, yeah. You are invited.

**Carlos:** Guys are really curious about how to use some of the new tools. I know every guy has at least heard of some of the apps that are out there, and of course, Tinder being the biggest one.

Maybe you can give a little background as to what got you using the application itself and kind of explain your history with Tinder.

**Luba:** Yeah, absolutely. Actually, I broke up with my boyfriend and my friend put me on Tinder almost against my will.

I really thought that Tinder is very superficial and that only very, very young people go on to Tinder and that it's going to be a total waste of time, but it turned out actually that Tinder can produce some amazing results, and so I've been on Tinder for half a year now.

**Carlos:** So you've been getting great results, I'm assuming.

**Luba:** Yeah, totally. Very, very unexpected results sometimes is all in a good way.

**Carlos:** Well, that's good. That's exactly what guys want to hear because I think a lot of people are jaded on the online dating concept and they want new and more effective ways to meet.

So from your experience, what are the big mistakes that guys typically make using Tinder?

# The Ignition Code: Tinder Tactics Interview

**Luba:** Okay, well, there are different categories of mistakes. Mistakes really can be done on every level of tinding.

**Carlos:** Tinding is a new verb.

**Luba:** Yeah, starting with the profile picture, because as many people know, selection in Tinder is really immediate. It really appeals to the deepest instinct of a person.

It's just left or right is the fastest thing ever, so the profile picture is key on Tinder more than anywhere else.

So the mistakes that guys make with his profile picture are these. Now, mistake number one, when a guy puts himself in a group.

So it's not very clear which one he is, and then usually it's anybody who's using Tinder uses it really, really fast and nobody wants to put in too much time in any kind of investigation.

**Carlos:** Right.

**Luba:** Group footages get swiped left, that's it.

**Carlos:** Okay, and by swiped left, that means no, reject.

**Luba:** Which means no, yeah, rejected, exactly. Another mistake is a photo with another woman.

So some guys might think that it shows that they are desirable, but to a woman, it actually signals that the guy is not available.

**Carlos:** Okay.

**Luba:** Yeah.

**Carlos:** Which is an interesting contradiction if you think about it.

**Luba:** Totally, yeah, yeah, and sometimes you think, "Well, okay, so who wants to date me? Is it you or is this chick?" You know?

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Yeah.

**Luba:** Or both of you together, which of course, might appeal to some women, but definitely not the majority. The next no-no is holding an alcoholic beverage of any kind, especially beer.

**Carlos:** Oh.

**Luba:** Yeah, that really immediately shows that the first thing that you want to say about yourself is that you're an alcohol user.

**Carlos:** Right.

**Luba:** Yeah, which might be pretty threatening, and of course, there is a specific type of girls like party girls, and we'll talk about types of girls a little bit later, who might find that attractive, but at the same time, majority of women really like to go for something else, which I will also disclose a little bit later.

**Carlos:** Yeah.

**Luba:** Yeah, the next mistake is to show a really extensive background and the little photograph of yourself.

So yes, it is very nice to see that you have traveled and you've been to some exotic country, but at the same time, if a woman sees a gigantic background like a huge fountain or a palace or even a big mountain and the little figure of a man, it is not very impressive. It is really not very seductive.

**Carlos:** Right.

**Luba:** Yeah. So if you're going to show how worldly you are and how much you travel, it's much better to use a picture which really shows you at least on the equal terms with the background.

**Carlos:** Oh.

**Luba:** Make sense?

**Carlos:** Yeah, it totally make sense.



# The Ignition Code: Tinder Tactics Interview

**Luba:** Awesome. So my next one is a shoddy background, and shoddy background is sometimes a bathroom, so a lot of guys, just because they don't have pictures of themselves, they go and they take a picture in the mirror of their bathroom.

**Carlos:** I see that a lot.

**Luba:** Right, yeah. So I would not say that the bathroom is usually such a motivational background unless...

**Carlos:** Yeah.

**Luba:** Right. Unless there is something very special about that bathroom, which is rare, and maybe a Jacuzzi would be good, but yeah.

Also, some kind of living room which is poorly lit, especially with a TV in the background and some kind of raggedy couch is usually not very inspiring because it kind of shows that the guy doesn't have a life basically, right?

**Carlos:** Yeah

**Luba:** If all he does is he sits around in the couch watching TV, and yeah, sometimes it's even can be pretty depressing to look at something like that.

Now, another profile picture that I have encountered very often is a picture of an animal, and not together with a guy, but instead. So the question is, "Who am I going to date?"

**Carlos:** Am I dating the dog or am I dating him?

**Luba:** Exactly, and the dog is maybe not the worst. Sometimes there can be like a horse or sometimes a cat, which is really not very appealing to the feminine.

**Carlos:** Yeah.

**Luba:** So those are definite no-nos in the picture. Now, on the other hand, things that work the best in the profile are things which appeal to three major driving forces in a woman, okay?

**Carlos:** [Agrees]

**Luba:** And again, I think it's a real art to date on Tinder because on Tinder really it just accepts no bullshit.

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Yeah.

**Luba:** It's kind of like you really have to appeal to the impulse, to the immediate decision. It is really the high five art.

**Carlos:** Yeah.

**Luba:** So you have to know what works with women, and one of the most important things is when a woman makes a decision, it's based purely on her sexual impulse, right?

**Carlos:** Okay.

**Luba:** Yeah, and how does it work? So a woman is feeling attraction when she feels that a man is strong, when he can protect her, and when he looks a little bit kind of like a killer on one hand and he has very strong masculine polarity.

Also that he has a life, that he's not desperate.

**Carlos:** Yeah.

**Luba:** At the same time, you know how hard it is to be with women, they want always both. They want the adventure and they also want the safety, right?

**Carlos:** Stability, yeah.

**Luba:** Exactly. So that also has to be addressed, and thank God, there's more than one picture possibility on Tinder so that's making things a little bit easier, but that also has to be somehow expressed and pronounced that you also is a safe guy.

You're not the sex maniac. You're somebody who is going to give her, let's say, sexually transmitted disease and who's also not going to hurt her emotionally.

So there are all those things that also have to be somehow expressed through your profile picture, right?

**Carlos:** So how do you do that? I mean, because it's like a tall order.

**Luba:** Yeah, exactly. It's not so easy, but I do have a recipe for that.

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Oh, there we go.

**Luba:** Yes, and that recipe is that we can create three pictures which one of them will appeal to the animalistic instinct, another is going to appeal to her desire to be safe, and the third one is going to appeal to her desire to be relaxed and to feel accepted and loved just the way she is, okay?

**Carlos:** [Agrees]

**Luba:** So the first one is the picture that I call it “in action” profile picture.

So when a guy is in action, what we want to see, we women, we want to see him, first of all, focused on something, which is not us, and that is a registry for exciting, okay?

**Carlos:** Okay.

**Luba:** It's where he focus on something, on some sports game or something that he's really, really excited, then also it is really wonderful if what he's focused on is a little bit risky.

**Carlos:** Oh yeah.

**Luba:** Yes, because the message to the woman is that, “Hmm, if he is doing something risky, that means that he's a real warrior, that means that he's a courageous guy,” and that means that he can protect her, right?

**Carlos:** Yeah.

**Luba:** And that is just immediately appealing. Also, it shows that the guy has a life and he's not desperate and that also appeals to her desire to hunt as well, which we can't underestimate.

**Carlos:** Yeah, yeah, exactly.

**Luba:** Yeah.

**Carlos:** It's funny you say that too because, I mean, it kind of coincides with something they found about men's pictures that women find pictures for the man is not looking at the camera, he's looking away or looking at something else to be much more appealing than ones where he's looking into the camera, because I think it's the whole needy thing like you're talking about.

# The Ignition Code: Tinder Tactics Interview

**Luba:** Totally, absolutely, that's exactly what happens, and so that picture, I advise to put that picture as your first picture.

That's the key picture, that you're doing something, and things that you can be doing is boating or flying a plane or riding a horse or maybe playing a musical instrument, or whatever are the action, but what's important is, again, that your face is big enough, that it's not like a big background and little you in that picture, okay?

**Carlos:** Makes sense.

**Luba:** Yeah. So that's the first one I'll recommend. The second one I'll recommend is what I call a "success" photo. Success picture shows you at work and you can be wearing your suit or just a smart casual attire and it would be wonderful to have it done in somewhat upscale environment, meaning not a shabby living room.

**Carlos:** Yeah. That would be a little weird.

**Luba:** Yeah, exactly, exactly, and so that picture appeals to her instinct to feel safe. Also, if you are successful, that implies that you are stable at least in something, which means automatically to her that you could be stable with her.

Now, I hate to break it to you guys, but the truth is that even when a woman thinks that she only wants to have one-night stand, there is something in her that always wants to have some kind of possibility for a longer term relationship.

**Carlos:** Yeah, even if it's just for a hookup.

**Luba:** Exactly, exactly. Even if she thinks she's looking for hookup, even if she's looking for a rebound date, even if she just broke up with her boyfriend two hours ago and just feeling painful and wants to hook up still.

So when she sees that there is a possibility of her actually going with you, it is also very appealing, especially if it contradicts your risky nature, the action photo.

That really kills both birds, desire for adventure and desire for stability.

**Carlos:** Yeah.

**Luba:** So it also, of course, implies that you can take her out. It also implies that she can be feeling pampered and admired in your presence. So this is really, really appealing.

# The Ignition Code: Tinder Tactics Interview

In here also you can put some pictures of your traveling in some exotic country, something beautiful, something unusual, which also shows the status.

**Carlos:** Yeah, definitely.

**Luba:** Yeah, and this is also very nice. The third picture that I recommend is what I call a “casual” photo, and this is something that shows you when you’re smiling finally, you’re smiling. You’re relaxed.

Possibly now you can be accompanied maybe with your dog or even if you really want to show your deep essence and who you are, if you have children, it’s okay to show that you do have children and how you’re playing with your children just to kind of set the expectations correctly as well.

**Carlos:** Yeah.

**Luba:** Yeah, just to be yourself. It’s nice to show yourself outdoors, and there is a beautiful, beautiful detail like a fireplace, which really makes the whole picture very, very, very attractive.

**Carlos:** That’s kind of like the romantic touch on the end there, right?

**Luba:** Exactly, exactly.

**Carlos:** Yeah.

**Luba:** And this is the picture where I feel this is the only place where you can put a classy glass of wine, very good wine.

**Carlos:** Yeah.

**Luba:** And you’re sitting there feeling at ease, and that appeal to the woman’s desire to be relaxed and to be accepted just like she is. Just like guys want to be accepted as they are, women also want to be seen and accepted just like they are, and sometimes just to totally, totally be at ease with her date.

Here you can wear something casual and a lot of guys for some reason wear checkered shirts on Tinder.

**Carlos:** Yeah.

# The Ignition Code: Tinder Tactics Interview

**Luba:** Yeah.

**Carlos:** Is that a Tinder thing or what?

**Luba:** It could be. It could be. I really don't know, but I also see that a lot of guys in their 20s are wearing checkered shirts. Something of this sort is definitely happening.

So this is the photo where you can take out your favorite checkered shirt.

**Carlos:** Go leave out the other ones.

**Luba:** Yes, exactly, exactly. So that is definitely my suggestion. Now, if you do something artistic, for example, if you are a comedian or you play guitar on stage or even if you just play guitar for your friends and family, a fourth photo with that would be definitely a big bonus.

**Carlos:** Yeah, yeah. I have yet to have my pictures of me with my guitar. I fail in that respect.

**Luba:** Oh.

**Carlos:** Yeah, like at least to comment or some kind of interest, but yeah, it demonstrates a skill. It actually has a lot of sub-messages going on underneath it.

**Luba:** Yeah, yeah, exactly, exactly, because the girl, she wants the romantic warrior. She wants somebody who's a warrior and a poet.

**Carlos:** Women want it all.

**Luba:** Yeah, I know. I know it's so hard for you guys, and then because a romantic warrior, the romantic, the poet, can admire her and give her compliments in a whole new way, something new and different that she's ever heard and that is very, very appealing.

**Carlos:** So while we're on the topic of that, I mean, you've given some great insider secrets and I want to get them more for the guys to kind of give them that edge. How do guys avoid being just pen pals and they're just bantering back and forth with a girl.

The guys obviously want to use Tinder because they have an expectation of it, not only just being a device for like hook up, but also as like you're talking about, getting onto a date as soon as possible.

# The Ignition Code: Tinder Tactics Interview

How can a guy bypass that back and forth pen pal stuff, the establishing of trust type thing that he gets so bogged down in and get her out on a date?

**Luba:** Absolutely, this is key. In fact, as we learned in many different disciplines and momentum is key really.

**Carlos:** Yeah.

**Luba:** If you lose their attention, you lose their attention forever, right?

**Carlos:** Yeah.

**Luba:** So as the momentum is building up, the guy has to immediately proceed and so, first of all, can we start with the opening lines because I feel like this is the first gateway, right?

**Carlos:** Yeah.

**Luba:** So there are several gateways to go through. So the absolutely worst opening lines, and in fact, of course, they're the most widespread and unoriginal are just the lines like, "Hey." So I can get a hundred heys in two hours, you know?

**Carlos:** Yeah.

**Luba:** With some of them, it can be, "Hi, how are you?" First of all, this kind of open-ended question is not really giving me any kind of possibility to answer in any interesting way. How am I really? I'm okay, you know?

**Carlos:** Yeah. It's so daunting I have to come up with your current state of mind and be like, "Oh, I don't know. Let me lay down the couch and think this out."

**Luba:** Exactly, and especially if you're talking to somebody you don't know, "Okay, so how am I? What am I supposed to say?"

So let's say I'm going to say I'm good, okay, I'm okay, so what is the next line that the guy can come up with. It doesn't give the guy any kind of possibility to take this to the next level.

**Carlos:** Yeah.

# The Ignition Code: Tinder Tactics Interview

**Luba:** The question, “What brings you to Tinder,” I’ve been asked that question probably 200 times already.

**Carlos:** That’s what they ask. What do they say? They say, “What brings you to Tinder?”

**Luba:** Yes, what brings you to Tinder? Which in some way...

**Carlos:** What’s a nice girl like you doing in a place like this?

**Luba:** Yeah, exactly. It implies that, and so you’re just supposed to say like, “Well, oh my God, I’m looking for the love of my life, to have children with him forever.”

Or you’re supposed to say, “Okay, I’m just looking for a one-night stand,” and both of those answers, they’re kind of uncomfortable for a woman.

**Carlos:** Yeah, too extreme.

**Luba:** Absolutely. It’s same with “hey what’s going on.” “Hey, what’s going on?” “What’s going on? Who are you?” You know?

**Carlos:** Yeah.

**Luba:** Yeah, because so many different things could be going on, and why, like I don’t know which one I want to share with you. So those are not good opening lines.

Now, the really nice opening lines that I want to share are the following... But before we go into that, I want to tell you that a girl wants to feel that you are attracted to her specifically, okay?

**Carlos:** Okay.

**Luba:** And even if a girl is very open-minded, even if she’s a party girl, even if she’s a poorly amorous girl and she’s seen it all, she still wants to feel that what you’re writing, you’re writing specifically to her, okay?

**Carlos:** Okay.

**Luba:** So the good opening lines can be something that when you’re using the favorite word in her world, and do you know what her favorite word is?



# The Ignition Code: Tinder Tactics Interview

**Carlos:** Her name.

**Luba:** Exactly, her name. It's as simple as that. So instead of just saying hey or hi, if you can't come up with anything else, at least say, "Hi," and let's say, "Mary," or you can say, "Mary, Mary, Mary," and that is so mysterious. "Oh, what does he mean by that?"

**Carlos:** Yeah. Oh, that's a good one. I like that one.

**Luba:** Right, and it's really something that received once, and I was really taken by it. I was thinking, "Hmm, I wonder. It feels like he knows me." Right?

**Carlos:** Yeah, yeah, definitely.

**Luba:** Yeah, yeah. Now, the line which is "hello beautiful," I know it is super tacky, but guys, I'm sorry to say, it still works, okay?

**Carlos:** I'll be happy to hear that.

**Luba:** Yes, yes, exactly. I still think that it works.

Now, let's talk about lines, which seemed more specific like, "I love your photos. You make Tinder worthwhile."

**Carlos:** Yeah.

**Luba:** Wow, right? It's a good one.

**Carlos:** Yeah.

**Luba:** Another one which I really love, "Wow, very interesting pictures. Are you an actress?" So every girl wants to be an actress.

**Carlos:** Yeah.

**Luba:** Most every girl, or at least to be perceived as one.

**Carlos:** Actress/princess/waitress.

# The Ignition Code: Tinder Tactics Interview

**Luba:** Oh, that's really interesting. I was actually thinking if the line would work if the guy said, "are you a model," but honestly I feel like sometimes models could be like a bit of a stretch because it might make a girl feel kind of self-conscious.

**Carlos:** Now, that's good. Yeah, it's a good point.

**Luba:** Yeah, but actress, really, actresses can be of all kinds, and actresses also compliment a potential creativity, which is really, really nice.

Another couple of lines which I want to recommend is like, "I love that, let's say, intense or sexy or naughty glance that you have on your photos. Are you always that irresistible?" Okay?

**Carlos:** It's good, yeah.

**Luba:** Yeah, it's like a double compliment and guys also, on Tinder and outside of Tinder, I just want to insert here that when you give a compliment to a woman, never give a compliment to something, let's say, that's she's wearing.

**Carlos:** Yeah.

**Luba:** "Yeah, oh, this is a great dress." You say, "You really wear this dress well, or you make this dress shine," or something like that.

**Carlos:** Yeah, give her the credit, not the dress.

**Luba:** Yes, yes, yes. So also I remember there was one line which I like when a guy said, "Hey, we're both swiped right. Have you noticed?"

That was kind of funny. So using humor is also original and nice and lighthearted from the very beginning, so this is something I recommend to the guys.

Now, after the opening scene, after the opening, I recommend to have about five or six lines of exchange before you actually invite the woman to the next step, and do you know what the next step is in this relationship?

**Carlos:** I don't know. What would it be?

**Luba:** Oh, what would it be? Do you want to take it further and start texting?

**Carlos:** Into the real world of texting.

# The Ignition Code: Tinder Tactics Interview

**Luba:** Yes, yes, yes, yes, exactly, and the reason why you want to text is because you're not always on Tinder.

**Carlos:** Yeah.

**Luba:** And that's what you say, "Well, it will be easier if we go into texting," because what you get from that is, number one, you get her phone number. You immediately screen if she's serious.

**Carlos:** Yeah.

**Luba:** And here is a good time I guess to talk about the girls who I call "Tinder message hoarders."

**Carlos:** Okay.

**Luba:** You know?

**Carlos:** Yeah. This is where they accumulate to kind of pump themselves up, give themselves a little boost of ego.

**Luba:** Totally, totally, exactly, but never act on it, yeah.

**Carlos:** Yeah.

**Luba:** So if you feel that there is some kind of chemistry going on and there is a possibility, scan her, check her out, invite her to texting, and if she does not go for that, ask her what would make it easier for her, like if she has any concerns, if she has any fears, like what should you do to make her feel safe, okay?

**Carlos:** [Agrees]

**Luba:** And see if she answers. If she doesn't answer, just let it go basically, otherwise, that is a pen pal that you're talking to.

**Carlos:** Yeah, yeah.

**Luba:** Okay?

**Carlos:** Okay.

# The Ignition Code: Tinder Tactics Interview

**Luba:** And since there are so many girls, so it's important to keep rotating and letting go of the girls who are not serious, so that's the next one. Now, when you have her on text, this is a gigantic possibility to start exchanging not only words, but also pictures.

**Carlos:** Yeah.

**Luba:** Because now most everyone has a smartphone.

So here, I'm going to disclose to you the biggest mistake that guys make in any kind of online dating and specifically, especially on Tinder, and I know it's going to sound funny and some of you might not even believe it, but what it is, it's that a lot of guys when they get to the texting, send a picture of their cock.

**Carlos:** I don't know. This always seems kind of contrary to me, but I guess guys want to put their prized possession out there for all to view or something.

I've never sent a dick picture, but I can't say it won't ever happen, but I don't think it's very logical to me, I don't know.

**Luba:** Yeah, yeah, yeah. I was so surprised receiving just hundreds of dick pictures.

**Carlos:** Really, that many?

**Luba:** Yes, I could make a gallery of dick pictures now. Yeah, yeah, classify them under categories. In some ways, it was kind of exciting.

At the same time, I would say like, "Really, another dick picture? Are you for real?" And some of these dicks are really, really handsome, and please, don't take me wrong.

Sometimes it's really, really nice to look at them, but still, if the picture is not solicited, yeah, it's really a turn off.

**Carlos:** Yeah.

**Luba:** In fact, in general, guys make this mistake a lot and I really want to warn you about this. This might be the most important advice that you're going to get in all of your digital communications with women when you're trying to warm them up basically is that when a woman is not in the sexual state, when she's not in a state of arousal and you're sending her something which is very sexual, that is a turn off for a woman.

**Carlos:** Yeah.

# The Ignition Code: Tinder Tactics Interview

**Luba:** So it's very important, first, to check her out. Check how she's breathing right now, where she's at, you know?

**Carlos:** [Agrees]

**Luba:** And only then to come up with any kind of sexual like lines or photos or promises or drawings and pictures, all of the huge sexual encounters, or anything of this sort.

**Carlos:** That's a really important point, and I think I'm going to come back around and redescribed what you said because I think they'd need to hear that. A lot of guys assume, because it works differently for guys, like if a guy is in a neutral state where he's just thinking about work, paying bills, everyday stuff, and suddenly he sent a picture of boobs, he's instantly going to be turned on.

Whereas what you're saying is that the exact opposite thing happens with women. If they are in that and they're sent a picture of a dick or even anything slightly, well, I guess it depends on the level of sexual suggestiveness, but it's actually interpreted as a turn off, so it's working way against him.

**Luba:** Yeah, exactly, exactly, and not even a picture, for example. Also guys have to understand that women, their arousal is usually very unstable. It comes and goes.

**Carlos:** Yeah.

**Luba:** Yeah. So one day she can be all horny and she can be very happy when you're telling her how you're going to spread her legs and what you're going to do there, and then there's a day she might be completely turned off by that.

**Carlos:** Yeah.

**Luba:** So be sure to know what's happening. So when you get into her actual cellphone, that is a huge progress, and from there, there are also several ways of getting her to meet you.

One way is to set a direct time and space of the meeting.

Now, I suggest that the guy is proactive in this situation because any pretty girl gets a lot of offers on Tinder, and a little bit later we'll talk about the types of girls which are actually easier to get and the types of girls which are maybe more desirable than others.

**Carlos:** Yeah.

# The Ignition Code: Tinder Tactics Interview

**Luba:** Yeah.

**Carlos:** Right.

**Luba:** But in general, any girl gets a lot of offers, so you have to be proactive and you have to again build up on the momentum and when several text messages are exchanged on the cellphone without sending a dick picture, it's time for you to actually invite her for a date.

Now, here we come into a territory which is very specific to Tinder, which are the expectations.

Now, a lot of people on Tinder have expectations that the first date has to be a date where actual sexual encounter happens, okay?

**Carlos:** Okay.

**Luba:** So a lot of guys have those expectations, and a lot of women are afraid of those expectations.

**Carlos:** Yeah.

**Luba:** It doesn't mean that the woman does not want to have sex at all, but definitely a woman often wants to, first of all, look at the guy, really feel if there is chemistry between herself and the guy, and then she also wants to protect herself in a way that she won't be emotionally hurt, that she won't be physically hurt actually, and that's why the best thing to do is to offer a date with no strings attached.

That is the most, the most attractive to a woman, especially if you set a date with no strings attached in the public place.

**Carlos:** So how do you communicate that "no strings attached?" I mean, do you literally say, "No strings attached." Or what is a good way?

**Luba:** Yeah, wonderful question. You can say, "Oh, let's get together whatever happens." You know?

**Carlos:** Okay, yeah.

# The Ignition Code: Tinder Tactics Interview

**Luba:** “Oh, let’s get together. I’m open. Let’s get together and chat.” Some guys are just so dominant and so proactive, they just say, “Okay, so come over to me and spend the night with me. All right, I just exchanged five lines of texts with you, okay?”

**Carlos:** Yeah, you need a little bit more.

**Luba:** Yeah, absolutely, and we need to pace it in a gradual way, and you need to understand that cock or dick is something that goes outwards, and a vagina of a woman is something that intakes things.

So it’s kind of like taking somebody into your house, taking somebody inside. Of course, you have to be so much more careful and there are so much more safety regulations that you have to observe as a woman than a man.

So be mindful of that, consider that. So offering to meet her without any attachment or strings in a public place is the best way to get her to meet you.

Now, I also suggest that you set up the date within two or three days and not further than that, because everyone’s attention span on Tinder is really short.

**Carlos:** Yeah, because you’ve got so many options in front of you, so much choice.

**Luba:** So let’s say, and by the way, also now this is a really good time also to talk about – oh my God it’s kind of like marketing – to talk about days of the week, what’s happening on different days of the week.

So Wednesday and Thursday, everyone is setting up dates for Friday and Saturday, okay?

**Carlos:** Okay.

**Luba:** So if you’re trying to set up a date on Friday with the girls who are active on Tinder and who are meeting guys, they are usually already engaged on a different date.

So the most activity has to be happening on Wednesday or Thursday in order to meet the girls on the weekend, Friday or Saturday night.

**Carlos:** Okay.

**Luba:** Okay, so then that makes sense. Wonderful. So then you invite her on a date and some girls will insist on a Skype date first.

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Okay.

**Luba:** Yeah. Why does it happen? Because she wants to see you, she wants to see that you are not dangerous, that's thing number one.

That it's not going to be a total waste of time for her, and she wants to see if there is any chemistry that's possible.

**Carlos:** Right.

**Luba:** Yeah. Some guys are okay with Skype dates and some are not, and the Skype date can be really good for you, but also can be kind of bad. It depends on what your charm is about.

**Carlos:** Yeah, how well you can kind of work the medium a little bit.

**Luba:** Yeah, exactly. So for example, if you are a really good hugger and that's your strength, or if you issue pheromones or you smell really good or yeah, your presence is just captivating like you have this masculine, strong, musky presence that Skype really cannot express, then maybe Skype is not your best medium, you know?

**Carlos:** Yeah, yeah.

**Luba:** Yeah. At the same time, if you're a talker, then Skype is great. That you can really express your charm through talking or if you feel that your strength is your looks, then Skype can actually really help you.

If you go for a Skype date, my advice is to set up specific time frame for the date because sometimes it's kind of awkward to finish the date on Skype and so you can say, "Oh okay, well, I have ten minutes."

Really, Skype does not require a lot. It is five to ten minutes that's needed. It's just like tasting a wine, you know?

**Carlos:** Yeah, and you don't want to give yourself anymore chance to screw things up, so the shorter the better.

**Luba:** Yeah, exactly, and don't give away the whole store, right?

**Carlos:** Yeah, exactly.



# The Ignition Code: Tinder Tactics Interview

**Luba:** Yeah, yeah, yeah, so five to ten minutes on Skype is fantastic, and then you invite her to a public place. Now, the question is where do you invite her, and that depends on who she is.

Now, if you don't mind, I want to talk a little bit about the types of girls that you can encounter on Tinder.

**Carlos:** Oh yeah, definitely. Guys need to know what they're looking at in terms of possible targets of interest.

**Luba:** Yeah, yeah, exactly, exactly, and so I want to start with the girls that you want to avoid, okay?

**Carlos:** Yeah, definitely.

**Luba:** And to build it up from there. So the first girl is the one that we already mentioned, the message hoarder, who also can be called a "ghost in the machine."

**Carlos:** Never really responds.

**Luba:** Yeah, yeah, yeah. It's like not a real girl and at the same time, we can waste a lot of time on a girl like that.

**Carlos:** Yeah.

**Luba:** So just cut your losses.

**Carlos:** Okay.

**Luba:** Yeah. There is a really good rule in finance, which is called sunk cost.

**Carlos:** Yeah.

**Luba:** Yeah. It's just like okay. Even if you already spent a week on this girl, it's better to cut it now than to continue spending what time on that basically.

**Carlos:** Yeah, my friend had another way of saying that. He said, "No matter how far you've gone down the wrong road, you still need to turn back."

**Luba:** Yeah, so the next type is actually the professional escort or a gold digger.

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Oh.

**Luba:** Yeah, and that one is actually very easy to spot because like if you see a really good looking girl who is really nice to you and who's really willing to do something, it's very possible that she is a professional.

**Carlos:** [Agrees]

**Luba:** Yeah, most likely it's going to show up. Most likely she's going to just name her price very directly. So this is something up to you, of course, but if you want some kind of a relationship based on mutual attraction or any kind of possibility of continuing the relationship, that may not be the best choice. So the next one is a desperate girl, okay?

**Carlos:** Oh boy.

**Luba:** Yeah, yeah, and unfortunately, there are many desperate girls on Tinder as well, and desperate girl can actually be very easy to get and some of them are actually very pretty as well. The fact that the girl is desperate doesn't necessarily mean that she's not beautiful.

Yeah, yeah, sometimes the girl gets desperate because she has been very unlucky and unsuccessful in previous relationships.

In fact, some beautiful women, very, very beautiful women in the classic way, sometimes go through a lot of hardships in their relationship because men are attracted to them for their looks and they do not really, really see them as people. They don't see their personality.

**Carlos:** Yeah.

**Luba:** Yeah, and once they get those women, they are done. They're not interested to really continue a deep relationship.

So yeah, so desperate girls can easily be the beautiful women as well, and those are the girls who are the easiest to get actually, the desperate girls.

**Carlos:** Yeah.

**Luba:** Now, what is the minus, what is the challenge of being with a desperate girl is that the desperate girl can easily turn into a psycho girl who will really start going after

# The Ignition Code: Tinder Tactics Interview

you, because desperate girls are girls who are definitely looking for a long-term hookup, even if they say that they're not.

**Carlos:** Okay.

**Luba:** Yeah, and which means that it kind of becomes a little bit daunting, like a desperate girl can start going to hysterics or crying during a sexual, you know, or during a date.

**Carlos:** Yeah, I've been there done that one.

**Luba:** All right, yeah, exactly. So you know what I'm talking about, right?

**Carlos:** Yeah, yeah.

**Luba:** And then all of a sudden you've got all this mess on your hand and you really don't know how to get out guilt free, right?

**Carlos:** Yeah, exactly.

**Luba:** Because I'm sure guys, like I'm talking to you, I love men and I know that you're a good guy, and you don't want to feel bad or guilty about anyone, right?

**Carlos:** Yeah.

**Luba:** Yeah, so maybe if you feel that somebody is really desperate, and let's say her biological clock is ticking, and you feel she really, really needs a solid partner and you feel that, "Hmm, that would be an easy girl to get, but maybe she is not the right person for me. Maybe I'll just let it be." That is what...

**Carlos:** Stick to your intuition.

**Luba:** So the next one is show girl/drama queen, okay?

**Carlos:** [Agrees]

**Luba:** There is a whole class of show girls in the world, even the word is professional show girls, but those are the girls who usually dress really provocatively. They love to wear red, they love to wear tight clothing, and sometimes they're really, really good in bed because they are very, very emotional.

# The Ignition Code: Tinder Tactics Interview

They are not necessarily authentic all the way. Sometimes they have really played many, many roles and it can be very entertaining.

At the same time, this kind of drama queen/show girl type can also be a little bit of a burden. If she loves to have sex with you, she's just not going to let you go, whether you like it or not.

**Carlos:** Yeah.

**Luba:** Yeah.

**Carlos:** Her hooks are in.

**Luba:** Exactly, totally her hooks are in, and so hook up with a girl like this at your own risk, okay? So the next type is alternative or progressive girl, and by the way, there is a way to get this kind of girl, which is a little bit different than other types of women.

Alternative or progressive girls are girls who care about the world, and sometimes those are girls who have very strong opinions, let's say about the community or feminists or how men or women should be, what should be happening in the world, you know?

**Carlos:** Yeah.

**Luba:** How not to litter and how to eat tofu and drink Kombucha.

**Carlos:** Yeah.

**Luba:** Yeah, and those girls could be a real guide into some kind of expanded consciousness. Let's say this is something that you're looking for, those are very interesting girls, but those are usually not a one-night stand kind of girls.

You can spot them by alternative clothing, sometimes tattoos, sometimes the interest that they have.

It could be, let's say, belly dancing or singing or it could be yoga and meditation or sometimes these girls call themselves goddesses and, yeah, those are very, very interesting women, and again those are usually women that are not necessarily the easiest ones to get laid with on the first date.

**Carlos:** Yeah.

# The Ignition Code: Tinder Tactics Interview

**Luba:** Yeah, but definitely somebody that you might be interested to learn from and to consider a longer-term relationship.

The next type is the party girl. Now, the party girl is one of the best trophies on Tinder specifically.

**Carlos:** Yeah.

**Luba:** Because it's a carefree, a little wild girl who is very usually open sexually. Now, usually what happens with a party girl, she goes together with some kind of a mind-altering substance, you know?

**Carlos:** Okay.

**Luba:** Like, yeah, whether it is totally legal alcohol or slight legal substances, whatever it is, if you have that, you're probably going to get the party girl, and on a date, this is the best strategy basically.

Basically, you get her drunk and then there you have it, you know?

**Carlos:** Yeah, it's a done deal.

**Luba:** And many of them are young and they're just learning about life and they're just fun and they love to dance and they love to laugh, and yeah, in this case, it's important to right away set your boundaries and just kind of express if you feel that you're talking to a party girl, just to keep it very, very light, very light, very casual, and just to make it clear that you just want to have some fun, and this is really the easiest thing to do, okay?

**Carlos:** All right.

**Luba:** Yeah, makes sense.

**Carlos:** Yeah, those are the girls I think every guy subtly is searching for at least to start out with.

**Luba:** Yeah, exactly, exactly, totally. So the next one is a very interesting type of girl, the nymphomaniac, okay?

**Carlos:** [Agrees]

# The Ignition Code: Tinder Tactics Interview

**Luba:** We haven't talked about the nymphomaniac yet, and those are women who genuinely really constantly want to have sex. For better or for worse, they want to have sex, and what does that mean?

That means that, on one hand, if she constantly wants to have sex, it's not really important for her if you're just attracted specifically to her at all.

**Carlos:** Right.

**Luba:** She just wants to have sex. Maybe that's the kind of girl you can send a dick picture too actually, and with this kind of girl, just make sure that definitely you're protected from sexually transmitted diseases.

That is the most important key when you're dealing with...

**Carlos:** Yeah, across the board really.

**Luba:** Totally, yeah, when you're dealing with a nympho, and you're going to spot a nymphomaniac by the way she responds, by the way she expresses her desires because she's going to express them early on right away in a very obvious manner, and also on a date basically if there's a nymphomaniac, you're going to see it in her eyes that she's just aroused already.

Basically to check out if you can take it to the next level, all you really need to do is to come up a little bit closer to her and slow down and look at her, and if you bend your head a little bit by slowing down and if you're able to just maintain that sexual tension, most likely she's just going to jump you herself.

**Carlos:** Yeah.

**Luba:** Okay, so that's basically....

**Carlos:** The job will be done for you.

**Luba:** Exactly, so that's the recipe for the nymphomaniac. Now, also be careful because, yes, you can spend a super night with a nymphomaniac and a nymphomaniac can expect also a lot of action.

But at the same time, nymphomaniac, if she really loves you, can also easily turn into a psycho, okay?

# The Ignition Code: Tinder Tactics Interview

**Carlos:** She can go a little crazy and turn psycho.

**Luba:** Yes, yes. So be careful with that. The next type which I personally really love and I feel that that's a very safe type and very sexy type and a type that is easy to get is a MILF (Mother I Like to Fuck), right?

**Carlos:** [Agrees]

**Luba:** Are you familiar with that?

**Carlos:** Oh yeah.

**Luba:** Yes, and those are treasures. They're real treasures because, on one hand, usually they're very sexy. They're a little bit more mature than party girls.

**Carlos:** Yeah.

**Luba:** They have nice combination of this young, sexy, energy, but also this mature energy like some kind of aged wine, you know?

**Carlos:** [Agrees]

**Luba:** And there is a special appeal to that. These women sometimes are more experienced than young party girls, and so they can really open up much more.

They're usually more open to different kinds of sexual encounter, which is also very exciting. Sometimes MILFs if they're single mom, they could be looking for a father to their children, but at the same time, maybe they even marry, you know?

**Carlos:** [Agrees]

**Luba:** So this is something to find out, and they're just hot and horny, and they can be a very exciting sexual encounter along with the hot cougar, and of course, hot cougar is not for everyone.

But you know I have to tell you that there is a huge trend that is going on right now, and that trend is that very young guys in their 20s are going for much older women, let's say in their 40s, and yeah, this trend is really going across the board right now and the reason why it's happening is that actually it's not that bad of a match in some way, because, yeah, hot cougars, they actually really want to have sex, you know?

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Yeah.

**Luba:** And sometimes, a woman, actually a woman's sexual desire only grows with age.

**Carlos:** Yeah, and one of the things I talk to guys about is the significant difference in the sexual appetite and sexual maturity of a woman that's in, say, her mid- to late 30s as opposed to mid- to late 20s is significantly different.

**Luba:** Yeah, and so hot cougar's appetite sometimes can only be satisfied by a guy in his 20s.

**Carlos:** [Agrees]

**Luba:** Yeah, and also the beauty of this kind of relationship, and by the way, that doesn't have to be just a one-night stand because hot cougar usually doesn't have any expectations of a real relationship with a young guy.

**Carlos:** Yeah.

**Luba:** But she's totally open to, yeah, take it easy and also a young guy can get some additional benefits, like for example, a cougar, if she's a successful woman, she might be already powerful in some kind of industry or in some kind of activity that this guy could be interested in.

**Carlos:** [Agrees]

**Luba:** Yeah, and right now it's really well accepted in many, many layers of society then that a woman like this is opening some doors for this young guy, and the guy is giving her this sensation of being desired and this satisfaction and sexual health, and very often the guys really, really fall for older women for real and really get infatuated.

**Carlos:** Yeah.

**Luba:** Yeah, because those women are really like aged cheese or wine and have so much to offer. Yes, so much to offer.

So that is one of the types which are usually easy to get.



# The Ignition Code: Tinder Tactics Interview

If you do everything that I recommend, you will definitely have very, very high chances of getting those really, really good types of women for a one-time encounter or for a longer relationship.

Now, of course, there is also the jackpot of Tinder, the jackpot is somebody who is amazing and who's on Tinder completely by chance. Maybe she's between relationships, but she's a really long-term relationship material.

**Carlos:** Yeah.

**Luba:** And she's beautiful and she's sexy and she's open and she's kind and she's also adventurous and she's also giving and she's all that, and she's just there for a split second so you better get her fast, and that is the jackpot.

**Carlos:** Yeah, jump on that one as fast as you can.

**Luba:** Yeah, exactly, and so if you follow everything which I said, you're going to have a really, really good chance of getting or hitting the jackpot basically.

**Carlos:** Yeah.

**Luba:** Yeah.

**Carlos:** Those are great tips and I really appreciate breaking down the personality types and the types of women too because I think guys also need to have an ability to be discretionary, or at least be able to see the different types of women that they will encounter.

Do you have any other insight or secrets that can give my guys the edge?

**Luba:** Do you want to talk a little bit about the actual date...

**Carlos:** Sure, we can do that.

**Luba:** And taking it to the next level?

**Carlos:** Yeah, that would be a good way to end or kind of wrap this up.

**Luba:** Exactly. So I recommend for a guy instead of being very, very direct and saying, "Okay, so let's just go have sex, or let's go and I'm going to have you go down on me,"

# The Ignition Code: Tinder Tactics Interview

let's say, to offer something to the woman again without any strings attached in a very clear way.

Just to offer her to give her a massage, but even sometimes it could be very hard if a guy offers a woman to just go down on her, you know?

**Carlos:** [Agrees]

**Luba:** Or just to tell her how much he would love to do that, which shows her that he's a giving type, which shows her that he doesn't just want to use her, okay?

**Carlos:** Right.

**Luba:** So some kind of an offer or to get to know her better instead of saying, "Okay, so let's go and fuck now for four or five hours or something," you know?

**Carlos:** Yeah.

**Luba:** And that will definitely increase the chances, and once you are at it, once you're already doing it, most likely if the woman went for that, she actually in the process will get ready for more.

**Carlos:** Yeah, it's a steady process of kind of warming her up to it. Guys can't expect to just jump in the pool.

**Luba:** Exactly, exactly. Now, the big question is to invite her to your house or to ask to be invited to her house because for a woman, it's a little bit scary to go into somebody else's apartment without knowing anything about you.

So what would be great is let's say to give some kind of credibility to who you are. Just in a nonchalant way to maybe even show either your Facebook or your documents or to show that you don't come alone, that there is a society around you, that people know you, that there is something about you that you're not going to be lost as a needle in a haystack, you know?

**Carlos:** Yeah, yeah.

**Luba:** Yeah, that you're a real person, that you're not going to disappear into thin air, which is something that many women really are afraid of.

**Carlos:** Yeah, I call that being "three dimensional" as opposed to the usual two-dimensional guys.

# The Ignition Code: Tinder Tactics Interview

**Luba:** Yes, yes, yes, so this is something that will help you. Now, considering inviting her to your place, first of all, see what kind of neighborhood you live in, right?

**Carlos:** Yeah.

**Luba:** So if it is not a scary neighborhood, yes, definitely invite her to your place. If you feel that the neighborhood leaves something to be desired, you can offer that you're going to come and visit her and let's say bring her some flowers or bring her some kind of a takeout or again, everything has to come with an offer, not just "I'm just going to come and use you." Okay?

**Carlos:** Yeah.

**Luba:** Yeah. So in that case she feels much better about saying yes to that, and when you come in, then again take some time getting to know her.

There are some guys who I remember there was one guy I met him, immediately the first thing he starts doing he jumps on me and put his tongue into my mouth, and even if I like the guy, really, really...

**Carlos:** Yeah.

**Luba:** So just going like this step by step. Now, also what's important is that to give her the sense that once you are done with her, once you have sex with her, there will be some kind of a continuation, even if the continuation is not a real relationship, okay?

**Carlos:** Yeah.

**Luba:** So for example, how can you do that? By saying, "Oh, we can discuss this later, or I would like to show you this place sometime or I would like to take you there once," just some kind of hint on continuity.

After the encounter, I really, really urge you guys to text her at least or call her, it is much better, to find out how she's doing. Even if you're not planning to be with this woman for the rest of your life or even if you're not planning to ever see her again.

Just to maintain the goodwill on Tinder and on online dating in general, just do this courtesy. Yeah, be the knight and just ask her how she is after you've been intimate with her.

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Yeah, it's good. I mean, it's good from just a positive karma standpoint where you're kind of putting some positive energy back out there because you really don't know that you're not going to encounter her again. I mean, everywhere I go, I've lived in some big cities and it's always amazing to me just how small they really are once you're in certain circles.

So there is a good chance you could encounter her again and it pays to have people on your side as opposed to not to as well.

**Luba:** Yeah, yeah, absolutely, and now in terms of sexual encounter as I described before to get the first kiss, all you need to do is really just slow down and bend your head and look at her and feel a strong, powerful, masculine energy in your sex area and feel your heart opening towards her, feel really rooted well on earth and very strong and very powerful and at the same time sensitive to her breath and sensitive to her presence and just stand there and look at her and just breathe deeply from the abdomen, and most likely the field of polarity is just going to be created and you will be magnetically drawn to each other for the first kiss if she's the right woman for you, okay?

**Carlos:** Right.

**Luba:** So after that, my recommendation, and as you know I'm a Tantra teacher, so I teach a lot of that, and now we really come to my favorite topic, which is how to really initiate the deep sexual encounter, and I know we don't have much time for it so I'm just going to be very brief about this.

So my recommendation when you are coming into connection with a new woman is to at first really get to know her and women operate in a way that they feel the best when you start touching them from endings of their body like hands and the elbows and then the shoulders and then the breasts and then the belly, and only then coming into the vagina area, for example.

**Carlos:** Okay.

**Luba:** You can go to starting with the feet and then the calves and then the knees and then the inner thighs and then coming into the vagina area as opposed to just going for vagina or her breasts right away, and so that will definitely, definitely help you to get her into a really opened and aroused state, okay?

**Carlos:** Yeah, yeah, definitely. Avoiding that super direct kind of "I'm in a rush" attitude is really what a lot of this is kind of coming down to.

# The Ignition Code: Tinder Tactics Interview

A lot of guys get into that mindset of “Oh, I got to get the prize right now,” but the more you can – boy, I think it’s a bad pun – but beat her on the bush, so to speak. You can go to...

**Luba:** Oh yeah.

**Carlos:** Do you know what I mean?

**Luba:** Totally.

**Carlos:** You can kind of work your way in and definitely warm her up and just be as assured of it, in fact, even more.

**Luba:** Exactly, besides most women haven’t felt being explored and caressed all over her body, but anybody. You could be the first one who pays attention to her whole body, which will make you a total hero in her eyes and a supernatural lover. That’s my advice.

**Carlos:** That’s awesome. I really appreciate it. I love this. From basically start to finish, I think you’ve given every guy a roadmap to starting out, getting on Tinder all the way to what he imagines to be success on it, and that’s really awesome.

Is there any way that guys can get hold of you or reach you for more of your teachings on how to do that?

**Luba:** Yeah.

**Carlos:** Yeah.

**Luba:** Absolutely, absolutely. I have a website [lubaevans.com](http://lubaevans.com).

**Carlos:** [Lubaevans.com](http://lubaevans.com).

**Luba:** Yeah, [LUBAEVANS.com](http://LUBAEVANS.com), and on that website, I offer free Supernatural Lover mini-course, and this is something that is going to help you become a supernatural lover or at least get the foundations of that.

I do work with men and women, and I have a retreat center in Upstate New York where people come to learn how to be intimate with each other in new ways and deeper ways and how to really live in ecstasy, love, compassion and understanding.

So yeah, thank you so much, Carlos. This was a lot of fun.

# The Ignition Code: Tinder Tactics Interview

**Carlos:** Thank you too. These are great tips that I think guys, especially having them from the insiders that know, mainly a woman who has used this and knows how it works from the inside, is really great.

I really appreciate it.

**Luba:** Yeah, and good luck.

# The Ignition Code: Conclusion

Hey, welcome back, this is Carlos. We're going to conclude things and wrap things up nice and tight here with some final closing words, some things I think you should know before you go out there and kill them, knocking them dead, getting girls on mobile.

If you did things right, if you get it right, the results are going to be evident for you. You're not going to be in any kind of mystery knowing whether or not this stuff works.

You will know if these strategies work based on how she responds to you.

Again, face-to-face meetings will be easier because of using texting, using apps like this and any electronic communications you use because, well, you're going to feel less pressure because you've already set the seduction wheels in motion.

You've already connected.

I consider texting a little bit of lubrication if you will, a lubrication of the social connection that we're trying to create, and you'll have high confidence going into the date.

So when you do get to the date, you're going to have high confidence that you've got a certain vibe with her, and that's what we're trying to do is set up that confidence that she's going to have a vibe and pave the way to her wanting to go on the date.

You can really flow on the date because everything will already be set in motion. You're going to be taking control from the very first message, and again that sets up an important dynamic, she is reacting to you and not the other around.

You're not waiting for her to do or say something before you act.

That's very important to realize. You're not waiting for her to do or say something before you act, and that shows initiative.

It shows basically everything that says you're not a needy guy just out there trying to scam women.

It's a chance to practice. The good thing about dating apps is there are lots of opportunities to practice.

There are so many women out there, don't think in terms of scarcity. You have so many chances.

# The Ignition Code: Conclusion

You can send out ten messages to ten different girls and then learn which ones work best for you by testing them out.

You'll build your confidence in your phone and text game along the way as well. Practice doesn't necessarily make perfect in real-world situations, however, practice will build your confidence, and that's something you absolutely, essentially need.

If you've never heard the advice, "You've got to be confident," well, that's really what we're talking about here. We're talking about the belief that your actions are good, valid and will work for you and not second guessing yourself, not putting yourself in the position to wander or make her think that you are somehow insecure, that's really what we're talking about with the whole "be confident" advice.

Number two, reread messages before you send. Just a little bit of last tip here.

Just reread it once. It's a huge advantage because again there's no need to worry about speed or timing.

It's easier to get things right. You can totally tailor and custom and edit yourself into almost perfection.

But don't seek perfection. Don't second guess yourself into never hitting the send button because even then you're never going to get the spontaneity.

You'll end up being overly edited. What you'll find out is that you'll probably make the text a little too long because you're try and squeeze too much into them.

Keep them short and sweet and neat. That's all you need to do.

Because it is necessary to learn this stuff, I wish texting were the most simple tactic for meeting women that there is, and actually it is on a lot of levels.

I think most guys just over complicate it, and that's why I had to create this program to help guys understand texting, dating apps and basically using their phone completely to get the woman they really want.

Other guys will use phone game to get her. They will.

You can't be without this skill, let's just put it that way. You can't wait all the time for a face to face to build that attraction or to get things started.



# The Ignition Code: Conclusion

You have to get going right off the bat. Right off the bat, you've got to jump off those running blocks and get going because someone else might get there first.

You'll have to use the phone to get a date in the first place, so you're going to have to connect with her and you can guarantee and be guaranteed that other guys are going to use it. It's just part of the modern world.

Even if you're not on Facebook, even if you don't use dating apps, you will communicate with girls via texting and email.

It's just going to happen. It's the way of the world.

I once said, foolish me, I'm looking back at my foolish earlier self, I once said, "Oh, I'd never want to text women. I always just pick up the phone and call them."

Well, guess what, it has become such a reality now that texting is absolutely a must. You can't get away from it.

I think 80-year-old guys are going to be totally texting in the next few years because there won't be options to always connect the way you want to connect. Girls don't always pick up the phone.

They don't always want to talk to you, and that's where texting fills in the gap. It's like a mortar between the bricks.

Again, these are skills that will be useful as long as you're dating. You'll use this pretty much forever or something similar to it, no matter what it evolves into.

Until we plug these damn things into our body, which may be in the next few years, you'll never know, your phone is going to be an integral part of your dating life.

It's useful no matter what kind of other strategies and seduction methods you use. They can complement every other strategy out there.

Everything I've taught you uses the foundation skills of dating, meeting, seducing and attracting women at a core level that really, really does work.

This is a stuff that I just can't emphasize enough. It's not the BS blow-smoke-up-your-skirt-type stuff you see out there.

That's why I put this together into a comprehensive program for you to learn and use right now.

# The Ignition Code: Conclusion

So get to it, get back into this material. I highly encourage you to go back and review this program one more time, at least the audio, listen to it on your phone, yeah, your phone because you've got it with you all the time, or your iPad or whatever it is that you listen to stuff on.

On your computer, it doesn't matter. Just pull out your tablet, turn this thing on and listen to it again.

You're going to hear new stuff because you're going to be listening to it fresh for another time, then get out there and start using it right away.

As a matter of fact, start using it right now. Forget about what I said about having to listen to the program again.

Just use it now, and then start listening to the program again. Go right back to listening to it and you're going to kind of course correct your way to the goal.

There is a saying, and it's actually true, that the average jet plane is off target, it's off course, 95% of the time. What corrects that?

Well, the automatic pilot or the actual pilot in the plane, they're always correcting the course because the wind is always changing the direction they're headed, so they have to keep it on course.

So it's constantly being course corrected to get it to the goal. You can never expect it to just take off and let the plane go where it's going to go.

You'll end up probably in the ocean or something. It's never going to work out unless you do these course corrections.

The same thing is true for your strategy, texting, connecting, and communicating with women. You've got to make course corrections along the way and as you do that, you'll get a much more refined, much more honed skilled sense of what it takes to get through to some of these women today on their phones and get them to really respond to you., because it's not hard.

It's a very simple skill, but you've got to work it, and work it good with everything I taught you.

This is Carlos. I had a great time teaching this stuff to you. I hope you've gotten a lot of the program. Please feel free to give me some feedback.

# The Ignition Code: Conclusion

Go on over to [carlosxuma.com](http://carlosxuma.com) and send me some information about how you're using the program, if you have any questions, and I look forward to talking to you and seeing you possibly again in my next program.