

# Speed Seduction® Coaching Program



**"Ask Me Anything"  
Coaching Call  
Transcript**

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For the smart guy who refuses to resort to **bullying**, **begging**,  
**buying**, **bs** or **booze**, in his pursuit of happiness.

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The Speed Seduction® Coaching Program may contain viewpoints that may be considered controversial by certain audiences. It is intended as a powerful guide for self-respecting, intelligent men who are looking to avoid from "real-hate-shun-ships by default" and instead claim the happiness that they deserve.

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Ross: Bob! How the hell are you, man?

Bob: I'm doing good. We talked yesterday, so it's good to talk to you again.

Ross: I'm glad to see you're aggressively using the program. It never ceases to amaze me that people are paying to have me as their personal one-on-one seduction teacher/coaching guide. You would think they'd make every call they can.

What can we do for you? What's your challenge or question?

Bob: I've been doing your affirmations. I can't remember where I found them. I found them incredibly effective so far. I was wondering if you've added any new affirmations. Is there any way I can improve upon that? What are your thoughts?

Ross: You are using the affirmations. They're useful and working for you?

Bob: Yes.

Ross: What is your question? Are there any more that you don't have? First of all, what program did you get the affirmations from?

Bob: They were from the original Speed Seduction® course. I figured that you might have added to that since then.

Ross: There are few things you can add into what you're doing. One of the things I always think about is my cognition tricks to meet women.

You've heard me say this before. I'll keep repeating it until people get it. One of my attitudes is that I seldom take a woman's first response to me as written in stone. It's almost always a function of

what they're thinking, feeling or believing in that moment, and it's almost always subject to change.

That is something I'd add in. Having that belief system adds a tremendous amount of operational flexibility when you're in the field. You don't get stymied by her first autopilot responses, whatever those may be.

Bob: Actually, I knew you were going to say that so I already added that into the affirmations. Then I added two other ones in there, "When you don't know what to do, you choose to take a bold step forward," and "When you don't know what to do, you choose to do what brings you closer to being the man you want to be."

Ross: The interesting thing about these kinds of affirmations is they directionalize the brain. That affirmation, "When I don't know what to do, I take a bold step forward," doesn't necessarily tell you what you're going to do. It's just a direction.

When you're striving to make big improvements in your life, you can choose a destination or a specific thing you're going to do. Sometimes it's more, equally or complementarily useful to set a direction.

When I ask, "When you don't know what to do, you take a bold step forward?" I'm not telling you what that step is. Your mind has to look at the situation and say, "What would be the bold step forward?" Then the very act of imagining it makes you overcome any resistance to acting.

The second aspect is, “If it looks like I’m not going to get the woman, what’s the one step I can take that will move me closer to being the kind of person who I really see myself becoming?”

That’s loaded with all sorts of language and presuppositions to get your mind to focus. Notice that’s focusing on the identity level of you as a person not necessarily a singular step. It starts driving you to access your sense of identity.

When we go to change, we can change on multiple levels. We can change on the level of our cognitions, which is how we think, what we learn to recognize from other people, or what we do (the actual individual steps we take).

We can also change on the level of identity, how we see ourselves. What is the self-image? What qualities are attached to it?

This gets into the magick and psychic influence stuff. I’ve taken flack in the past for the magick stuff. You should view magick as a psycho technology, I don’t mean you go psycho using the technology. I mean it assists you in filling in gaps in your personality.

Magick is useful to observe yourself in a way where you can see where you’re lacking aspects of personality or character that you need to add in. It’s also a way to go about adding those in.

Bob: When you say magick, what do you mean by that? You don’t mean the smoke-and-mirrors kind of magic, obviously.

Ross: First of all, I think you would enjoy my Magick & Psychic Influence course. I strongly recommend you go to [www.SpeedSeduction.biz](http://www.SpeedSeduction.biz) and check out the Magick & Psychic Influence course.

Magick means change according to the will and imagination. Magick has certain functions. One is to fill in gaps in the personality that are missing. The second one is to engineer coincidences and synchronicity.

It is the ability to tap into that aspect of life that does not work on cause and effect or a linear sense of time past, present and future. It's also a way to use those tools to enhance what you do in a cause-and-effect world much more effectively.

It draws on symbology to open up gateways into deeper levels of the mind, and into what I believe to be a universal mind or group unconscious. It's pretty fucking fun. It also enables you to influence people prior to meeting them and without saying a word when you're in their presence. There is some pretty cool stuff going on there.

I really suggest you check out the Magick & Psychic Influence course. It's pretty fucking cool.

I'm thinking of ways to monetize this coaching program, which means, "How can I get you guys to buy more useful stuff?"

If I did it for six weeks, every Saturday I would do a two-hour live broadcast for you guys only on the use of magick. I would present a video and then comment on it.

We would do it on MegaMeeting. I'd keep it to 15 people so we could get into MegaMeeting. I would broadcast the video for you and go into a structured lesson. I'd offer it for an extra \$50 total for five weeks just to monetize it.

Does that answer your questions about affirmations? I'm kind of on tonight, aren't I?

In case you guys don't realize this, I'm simulcasting this on Ustream. They can't ask me any questions or hear what you're saying. They're eavesdropping on me as I do a coaching call.

They're not getting the benefit you guys are getting, but I wanted people to see me working at my passion and doing what I love. That's doing what I'm doing right now. Hopefully those people will go to [www.RJCoaching.com](http://www.RJCoaching.com) and check out the opportunity to get me as their teacher, coach and guide for just \$1.

Ross: Double T, the magical teddy bear. How the fuck are you?

Tim: That's me! I'm doing pretty good. I'm getting better and better every day with this stuff. That's way cool.

Ross: I'm not surprised. I told you I thought in a few months' time you'd be a monster. Do you remember I said that?

Tim: Yes. Actually, I have to pull it back sometimes because I'm having too much fun even at work.

Ross: No. Just find ways to expand your fun and make it more contextually permissible.

Tim: I have fun teasing the people I work with when they just watch me having fun with people.

I have a couple of things. I'll start with the oldest one first. I had coffee with a really intelligent American-Indian woman a couple of weeks ago. This is a girl I've known for some time. Somehow we got on the subject of literature and writing. She said, "Tim, I'd really like to get together with you and get your thoughts on my book I'm writing." I thought, "Cool!"

Ross: Wait a minute. Slow down. You're saying you had a coffee meeting with this woman and the subject was literature and writing. She said, "I'd like to get together with you sometime and tell you about the book I'm writing." Is that what she said?

Tim: We were hanging out at karaoke. The subject came up about me writing poetry and her writing books. She wanted my feedback. She asked to get together for coffee to sit down and discuss things.

While we were there, I took the opportunity to run some patterns. I did, and made some progress. We're definitely making plans to get back together. It just hasn't happened yet. She was sick last week, so we weren't able to hook up.

Ross: Let's slow down. Let me ask you a couple of questions. I have no way from what you've told me to evaluate] how the sarge actually went.

Tim: That's the direction I want to go.

I posted this on the SS list several weeks ago. I took the blow-job pattern, rewrote it as a poem, and used that on her. The tonality and language was there.

The thing that surprised me and messed with me was that instead of getting the visceral reaction, I got an analytical reaction. She said, "You were kind of repetitive right here," as she pointed down at it.

Ross: Slow down. Let me summarize. You rewrote the blowjob pattern as a poem and read it to her. Rather than getting the reaction of her getting all turned on, she gave you an analytical response to the structure of the poem. She talked about its rhythm and meter.

Tim: She pointed out that I used some repetitive language in it because I was going for the emotion rather than a pretty poem.

Ross: Let me point out a few things. When it comes to suggestion and trance, context is everything. Prior to this, you had had a semi-scholarly discussion about literature, correct?

Tim: Right.

Ross: She's assuming you want her to give an analysis of the structure, rhythm and meter of what you presented. That's the way she's going to process it. I would not get into scholarly discussions on poetry. The point of poetry is to reinforce a pattern you've already done.

I tried this from time to time in my early career because even sometimes I repeat mistakes. I tried to make it about, "I have this poem. You have to hear it." I found that was not quite as effective

as doing some patterning and then using the poem to reinforce the suggestions, scenes and imagery I'd already brought up in the previous pattern.

I have this poem, *Fascination*, that's part of my repertoire. Do you know it?

Tim: I have it in my book.

Ross: That poem was created as a way to follow up and repeat the suggestions that are actually in the fascination pattern where you try to fascinate someone. "When you just stop and the world just seems to melt away."

Remember the Law of the Compound Suggestion. It says that each time you repeat a suggestion, the previous repetitions go in a little bit deeper with a little more responsiveness.

Second, I wouldn't be too sure that she didn't have some responses. Just because she isn't showing them doesn't mean they're not there. It's entirely possible that she was having a response.

Tim: We're definitely getting together again, probably this week. I'm going to sit down and do the same thing, except I'll go a lot heavier with stuff. I'm already thinking about exactly what I will do.

Ross: Let me give you a suggestion. You have to get this girl into her body. I suggest you do something that actually gets her tuned in to actual physical sensations.

Do you know how to do SRT, the signal recognition question? Say, "Let me show you something really cool about how things happen

in your body.” Then when she says okay, just demonstrate something that gives her a strong feeling.

Stop. I don't want to give you that pathway to go because you don't know that pattern. I don't think it's appropriate.

Tim: I think she's a good candidate for Blammo because she's really visual.

Ross: Here's the thing I want to make sure you're doing. It feels to me like dead air. I would like to get her talking.

It doesn't sound like you're learning much about her trance words and responses. You need to take a different tack with her. The different tack to take is to get her talking about certain subjects and then utilize her responses. It doesn't seem like she's revealing her own responsiveness to you.

The key is not to keep priming the pump by introducing all this interesting stuff. After all, she hasn't earned it.

Instead, I want you to get her to prove to you that she's interesting. Start asking her questions like, “It's funny. I was at a party and someone asked a question. When they did, immediately, I don't know, maybe you think this is out of line, but I thought about you.

The question was, ‘If you could go somewhere where no one knew who you were and nothing you did would get back to anyone you did know, what kinds of things would you like to try?’

I was thinking of something this person said to me, which was, ‘When you stop and let those thoughts run through your mind, see all the pictures, and feel all the feelings, it's just the kind of thing

that lets you realize there's a new direction you want to take inside.”

Do you understand what I'm saying? Get her talking, dude.

Tim: That won't be hard because she definitely loves to be very participative in the conversation. She's willing to give a lot of information.

Ross: Are you having any kind of physical contact with her? Is anything going on with her?

Tim: I wasn't able to position myself for that on our first meeting, but I will for the second. The only thing we did was a hug.

Ross: Stop. You just said something that's central to me. You said, "I wasn't able to position myself to do that." You can always reach out and take her hand. You can play a little game that requires her to touch you. You need to have some kind of physical contact.

I'm going to blow your whole game wide open. Are you ready for this? I have an assignment for you. Are you ready?

Tim: I am ready.

Ross: Here's the challenge. You're not going to like this at first, but I guarantee if you stretch yourself like this for the next two or three weeks, huge doorways will open.

For the next two weeks, you are not going to accept a number, nor will you ask for a number or give out your number to any woman until you've made out with her for at least two minutes and she is a really good kisser.

Here's how you bring it up. You stop her and say, "Do you know what? I'm enjoying this. You seem like a cool girl, but the way it is, I'm not going to hang out with a woman unless I already know she's a really good kisser." Then lean in and knock one on her. Just lean back and watch the response after that.

What I don't hear from you is any kind of standard. The best language in the world is cool and really works, but it works so much better if you have the three S's: screening, standards and selectivity.

Start setting some outrageous standards for the women you're dealing with. Be up front about it and mean it. If they won't kiss you, walk off. I'm not saying right off the bat. Talk to them for 25 to 30 minutes and get the responses. If you're getting that kind of heated response, there's no reason why you can't go in like that.

For this girl, midway through the conversation stop her and say, "I realized something. We've hung out for several hours and I still don't know what kind of kisser you are." Lean in and lock one on her.

If she's not interested or attracted enough to you after several hours of hanging out across two meetings to kiss you back with some enthusiasm, fuck her, or in this case, don't fuck her.

Do you see where I'm going?

Tim: I see where you're going there. That's great!

Ross: It seems to me you're doing so much. You're cranking so hard and haven't gotten anything more than a hug. You're cranking so hard to get some kind of response.

When you take on that kind of strong personality where your will is really strong, you don't need to do so much of this. You don't need to do much more than several embedded commands and suggestions. Maybe talk about the right themes and use her own responses.

I want you to be more comfortable having a sexual vibe. Have a strong unapologetic vibe.

You're not doing anything to show that you're alive from anything other than the neck up. You're not showing her you're a male with a sex drive. Are you?

Tim: Not to the degree I should be.

Ross: You have the language down. That's great. I want you to think about that. Now it's time to shift gears a little bit and focus on having a stronger, more unapologetic sexual kind of vibe.

Let's go to the next question.

Bob: I want to give you a chance to expand on what we were just discussing because you gave me that very same piece of advice yesterday. I thought it's an outstanding idea.

Ross: Have you been using that piece of advice?

Bob: It's been less than 24 hours. I haven't had a chance to employ that.

Ross: When you go radically against the barrier you've had, it unleashes a tremendous amount of energy that becomes available for you to manifest shit.

What was your question or comment?

Bob: Being physical is definitely something we all need to work on, or at least I need to work on. Do you have any advice on how to be more physical? Speed Seduction® is a very intellectual type of process when you're memorizing stuff.

Ross: It may appear to be a very intellectual process, but in fact it utilizes everything if you pay attention. Do you have my Irresistible Arousal DVDs?

Bob: Yes, but I haven't had a chance to look at them yet. I just got them.

Ross: Dude, you need to watch them and see the touches I use. If you go to [www.SpeedSeduction.biz](http://www.SpeedSeduction.biz) and click on Resources, there is a video on there of me using those touches on the Brazilian girl and the Kenyan girl. You'll see how they respond to it. It's really quite remarkable. Right out of the shoot, you have something going.

I hate the term "closing." I understand what people are driving at, but that partially reinforces the very erroneous idea that getting physical with a woman is this continuous break in what's been going on beforehand. Suddenly, making moves implies you weren't doing anything before that time. It's what I call the "sudden unexpected lunge phenomena."

If you look at closing as a continuum that starts with creating heat and comfort in that woman, then you see that in a sense you're

always closing if by “closing” you mean you’re closing in closer and closer to that pink, moist tunnel that wants your love pump.

The degree to which we’ve been brainwashed by the dating game and how it’s like a jungle vine that permeates our thinking is quite incredible. Just steer away from the whole idea of going for it at the end of an evening.

Bob: I don’t feel like I got a full answer.

Ross: If you don’t feel you got a full answer, ask again. I’ll give you the rest.

Bob: I wanted more advice on how to be more in a physical frame of mind.

Ross: It’s in the Irresistible Arousal DVDs. You just have to watch it. It’s there for you.

Let me go to the next person.

Enrique: I’m your new student.

Ross: Welcome to the coaching program. How did you hear about it, sir?

Enrique: Thank you. I heard about you from a guy who writes a blog in Spanish. He actually has a link to your website. I think he’s from Mexico.

He’s doing it in Spanish, but I don’t know if he’s studying your site or another guy’s style from Spain.

Ross: It’s fantastic that it’s getting support from all over the world. How can I help you tonight?

Enrique: I have two questions for you. What would you suggest for how to study Speed Seduction®? I haven't immersed myself in it. I don't know how to motivate myself.

Ross: First and foremost, joining the coaching program is a terrific way to do it. I don't know if you're aware of this, but when you joined the coaching program, you got access to the Resources part of the site. Have you logged into the site?

Enrique: Yes.

Ross: Have you watched the "Getting Up to Speed with Speed Seduction®" video modules yet?

Enrique: Yes. I've been studying a little bit, but work and going to school are taking my time.

Ross: I understand. You watched all five of those videos. Did you find them useful? Did you understand them? Were they a good, structured way to learn what you wanted to learn?

Enrique: Very much so.

Ross: That's your first step. The second thing I encourage you to do is participate on the discussion board. There is a discussion board for coaching club members.

Enrique: Do you mean you want me to write like a blog or my questions to other students?

Ross: Absolutely. They're there in that forum, and I'm there as well. That's another tool you can use.

Let's get some background information, because everyone who joins the coaching program has a different level of challenge. I don't know what your experience is. Some guys have never had a date in their life and others have five girlfriends and want to double that.

Tell me a little bit more about yourself. What is your level of background? What's your life experience? Have you had girlfriends before?

Enrique: I have. I'm in a relationship right now. Maybe that's stopping me from studying Speed Seduction®, or something else is going on in my mind.

Ross: Something is going on in your mind that is stopping you from studying Speed Seduction®. If you're in a relationship, what is your intention? Why are you studying it?

One thing I tell people is that a lot of people are only in a relationship because they're afraid they can't do any better. Is this woman in your relationship attractive enough for you? On a scale of 1 to 10, how do you rate her?

Enrique: She's a 6.

Ross: It sounds like you would like to trade up and do a lot better. You're in this relationship, but the real reason you bought Speed Seduction® is to learn how to pull woman who are a lot more attractive than this. Correct?

Enrique: Yes, sir. I don't think I'm staying with her. That's why I want to go for the hotter ones.

Ross: Hot as you can get. I don't blame you, man. This is a universal male thing. We want to go for the more physically attractive women. Guys have to admit that it's true and just fess up to it.

Do you live with this girl? Are you able to meet other women? Logistically speaking in terms of the actual arrangements physically, are you able to meet up with other women and bring them back to your place, or are you living with your girlfriend?

Enrique: I'm living by myself. We don't live together.

Ross: it should be easy. I don't really have a handle on what's stopping you, but it doesn't matter. The more important thing is what can you do to get yourself motivated? You're paying for the coaching program. What kind of kick in the ass do we need to give you, either individually or collectively as your brothers?

Enrique: That's the part I want to understand. What is wrong with me?

Ross: It's not about what's wrong with you. Let me narrow it down just a little bit.

You don't know where to start, or you know where to start but you're afraid to start. Which is it?

Enrique: I do know where to start. I started studying and then I stopped. Then I started studying again and I stopped. I don't know.

Ross: That's very common.

Enrique: I was watching one of your modules and you said you have to immerse yourself in it.

Ross: That's true, but it's also common to stop and start. It may be that you need to stop for a while to absorb it.

When you say "stop," do you mean for a week, a month or six months? You're not giving me enough information. Stopping and starting isn't necessarily a bad thing. You're fractionating yourself. The question is, what's the period between the stopping and the starting?

Enrique: It's a week. I'm paying for your coaching program, but I haven't been using it like I'm supposed to.

Ross: That's not useful at all. We want you to do more of this stuff. I can guess what it is. My guess is that you only want to make a move if you're sure before you make the move that it's going to work. Of course, there is no guarantee, so you wind up not moving and never being sure. Does that sound right?

Enrique: Not really. I'm sure that the system works. I've learned that from you and the things you've said. It's true. Your technology is wonderful but it's just a matter of putting it to work.

Ross: All I can tell you, sir, is get up off your lazy ass and do it. How old are you?

Enrique: I'm 37 years old.

Ross: You aren't getting any younger, chief. Here's what you do. Write out a check for \$500 to the American Nazi Party, address it and put it in an envelope. Put a stamp on it and look up their address, then give it to a friend of yours.

Say, "If I don't try this Speed Seduction® stuff at least five times this week, you mail that envelope." That way, the penalty for not doing it will be greater to you than the pain of not doing it. I don't think it should be painful at all.

I want to go to the next caller. I want him to answer your question. Then raise your hand again and we'll get back to you.

I'm not dismissing you. I'm not hanging up on you, but what I would like to do is have Tom from central Arkansas address your question. Then I'll get back to you, so stay on the line.

Participant: Fair enough, thank you.

Ross: I want to do something for the people watching on Ustream. Those of you watching on Ustream, think about this. If you took a course from Mystery or Mehow or any of these people, you couldn't get on the phone for less than \$1,000 an hour, if that.

Think about the opportunity here when you join the coaching program. You get me at least three times a month as your teacher, coaching guide. You get two of these live calls and then one Sunday a month we have office hours for three hours. You can call into my cell phone and get me on video-to-video chat.

Tom, would you do us all a favor and tell our last caller what you think is the answer to his problem?

Tom: His problem is that he's not motivated to go out and do it.

Ross: Yes, he'll do something and then he'll wait a week before he does it again. He's not getting the motivation to get into action.

Tom: The idea of sleeping with lots of hot women isn't enough.

Ross: I think you've had some of these motivation questions periodically.

Tom: It's not my motivation that I have a problem with. I want to do it. I want to do it every day all the time. It's that I have anxiety issues that get in the way.

You did the same thing with me with the \$500 check. That made me realize what the real problem was. It wasn't that I wasn't trying. It was that I wasn't noticing what I was really doing. I was putting myself in that state where I was feeling anxious kind of on purpose.

Ross: We'll get back to him. What's your question tonight, Tom?

Tom: I just wanted to tell you that I took your advice about having fun and not predicting. Last night, I went to Wal-Mart and it was really great. I was in one of those little carts because my arthritis was acting up. I just rolled up to this hot blond and start talking to her. It was great. I just wanted to say thank you.

Ross: Good, I'm glad my advice worked for you. Refresh my memory. What was it that I told you to do?

Tom: You told me that I need to take the time to enjoy the successes I've already had. I think you may have been talking to somebody else for parts of this. You said I needed to have fun with it and to quit predicting the outcome. When I don't, I'm comfortable and I can do this stuff.

I do have a question. Recently my body image issues have cropped up. I thought I had dealt with them. I have not. I was looking for some advice on that.

Ross: My general advice for that kind of thing is to separate out the signal from the noise. Separate out your legitimate concerns about how your appearance may affect how other people treat you and about the health ramifications, and then other stuff that's layered in and intermixed with it.

As Shinzen as pointed out, anything that creates suffering usually is a result of more than one thing entangling with something else.

If it's only the legitimate, reasonable concern or presupposition that people would respond to you more positively if you weren't quite so heavy, that's one thing. But when you surround that with a lot of pain and spinning and stuff, then it gets messy and sloppy. You can't really sort out signal from noise.

The second thing is to watch how you language it. I don't know that languaging it is a body image issue, but it really tells you something about the structure of what you're doing to create the experience.

I would encourage you to get into a meditative state and use this witness consciousness that I've taught you to cultivate to look at what creates the experience. What are the components, subcomponents, syntax and structure?

What's the relative weight of each of those components, to use a pun? If you don't want to use the word "weight," what is the relative strength of input into your neurology for each of those components? Does that make sense?

Tom: It does, thank you.

Ross: Someone on Ustream just said that he's getting married thanks to Speed Seduction®. He says he's one of my success stories. I don't know that getting married is success.

Participant: Can you tell me the best way to memorize patterns?

Ross: The best way to memorize patterns is to understand them. Understanding the structure of what makes for a really good pattern is first and foremost. Understand how they work. That's crucial.

The second thing is to create your own patterns. If you create your own patterns from your own emotionally interesting and imaginatively charged experiences, they'll tend to stick with you more. They'll resonate with you. Create your own.

The third thing I would say is to speak them out loud. Write out each pattern you want to memorize by hand. Don't type it. Write it out by hand three times. The third time you've written it out by hand, you will have it memorized.

Participant: I will do that.

Ross: Someone on Ustream is recommending something in terms of memorizing patterns. He said that you can read the pattern out loud just as you're about to fall asleep.

I think this is really cool. For the people on Ustream watching us, isn't this a cool way to watch me at work? Even though you're not getting to ask me questions and can't hear the other side of this, it gives you a good chance to eavesdrop on what I do. I may do this more often.

I'll start taking questions from Ustream if you coaching club people don't want my attention. I'll go to Ustream. You can listen to me type.

Tim: There's one more thing I've always wondered about girls you call and don't connect with on the phone right away. What is the basic rule of thumb for what messages to leave, what to say, and how many times to call back?

Ross: Ideally, you want to get them on the phone the first time you call.

It's funny. I remember back when I wrote my first book in 1988, *How to Get the Women You Desire into Bed*, they didn't have caller ID. My thing was to never leave a message. When you get the answering machine, don't leave a message. We all know that with the advent of voicemail and caller ID, that doesn't work anymore.

One thing I will say is don't text women. When you have the opportunity to talk to them on the phone and use your voice, call. Don't text them until after you're fucking them.

Here's what I say you do. If you can't get them on the phone, leave a very simple message the first time.

The first time the message I leave is, "Hey Debbie, it's Ross. I don't know where you'll be or what you'll be doing when you get this message or even when you'll get it, but I do know that maybe you can stop and remember the fun we had connecting. I look forward to talking again. Why don't you give me a call at (555)FUCKYOU and see if you can catch me?"

That's the first one. You should get a call back from that. If you don't get a call back, move into what I call my answering machine intruder. It works like this:

"Hey Debbie, it's Tim. I thought I'd give it one last shot at getting a chance to talk. I know that people can get really busy. I've learned one lesson living from Montana my whole life. It's that beauty is common but people with a good attitude, good outlook and great vibe to be around are rare and worth some work to get to know. I think that's an understanding that can go both ways, so if you can find your own reasons to call me, I'm at," and leave your number.

That's so vague and confusing, she has to call you just to find out what the fuck you meant.

When you say beauty is common, are you saying that her beauty is common or your beauty is common? When you say that people with a good attitude, energy and outlook, are you saying you believe she's that way or you believe you're that way? What exactly are you saying?

By the way, the Ustreamers are saying that they heard this from Mystery. If Mystery is teaching this, then he stole it. I'll sue that top-hatted fucker. I have been teaching this for years. That's what I suggest you do.

Let's get our Spanish-speaking gentleman from Northern California back on the line.

There are two possibilities. You may think what you're doing is wrong and that Speed Seduction® is somehow cheating people.

You feel it's immoral and wrong and that you're harming people. That's one possibility.

The other possibility is that you're projecting it as being more difficult than it would really be, or you're trying to take too big of a bite. You're projecting that you have to go out, use it perfectly, and bring home a woman the same night you talk to her in order for it to be a success.

I think part of the problem is you may be loading too much pressure on yourself to succeed right out of the chute.

Those are the three possibilities I can think of. Based on which ones you think are accurate, we can devise a strategy for you to deal with it. Do you think it's morally wrong to use this stuff? Do you think that doing this stuff is cheating people or hurting them somehow?

Enrique: No, not at all.

Ross: Do you know how to cut something up into smaller pieces? If I gave you a steak to eat, would you eat the whole steak or would you cut it up into smaller pieces?

Enrique: I'd cut it up into smaller pieces.

Ross: What would be the first small piece of Speed Seduction® you could actually go out and practice?

Enrique: I would talk to women, and from there maybe go to a party or something like that. Maybe I could do some patterns.

Ross: Well, why don't you get up off your ass and do that? That's my magic formula.

Enrique: That's my problem.

Ross: Let me ask you a question. What if you knew you would succeed? If I was there and you had a little earpiece in your ear and I was telling you exactly what to say, would you go out and try then?

Enrique: Of course I would.

Ross: If you knew you would succeed, would you be out there doing it?

Enrique: Yes, I would.

Ross: I can't guarantee you'll succeed unless you redefine success. Redefine success as learning something from every experience.

Here's the viewpoint: You'll either get what you want from a woman or you'll learn what you need to get what you want or even better.

Reorient yourself into always winning, because you're always either going to get what you want from the woman or learn what you need to get what you want or better. That's the orientation I want you to take and see if that doesn't change it for you.

I want you to get into the membership area of the coaching program and post your progress. Tell us how you're doing. You're paying for the service, I want you to fucking use it.

Let's go to the next call. You guys don't waste my time or I'll just go talk to the Ustreamers and answer their questions. They'll get free coaching. You don't want that. You're paying for it. They're not. I prefer that I work with you, not them.

Doug: I've been a more pleasant patron of the Whole Foods store near me. I don't know how they do it, but the women just crawl in there like there's money in there for them.

Ross: Whole Foods are even better than yoga studios when it comes to the puss. They're crawling with pussy. How have you been playing with it?

Doug: I've been trying to do the thing you told me to do, your put-on when you ask, "What if you saw somebody steal something?"

Ross: How is that going for you?

Doug: It goes pretty well, except I'm running into situations where women have boyfriends or they're married and they don't have their ring on. It has happened a number of times.

Ross: Let me slow down. You said it's happened a number of times. I don't know how many times you've tried it. How many times are we talking about? Are you keeping a journal?

Doug: No. Should I?

Ross: It goes without saying. Keep a sarge journal. How many times have you actually tried these put-on approaches I've taught you?

Doug: Probably five or six.

Ross: Five or six is not enough trials to extract any kind of useful data. You've got to do at least 10.

Doug: Is that 10 in a day or a week?

Ross: It's 10 in a five-day period. Listen, if we're going to take an empirical mindset and say, "Let the data tell us what's working and what's not," you need to have a sufficient number of trials so that any statistical anomaly doesn't get in the way.

If you only try it five times and two women you approach happen to be lesbians, then 40% of the time you're knocked right out of the shoot. You need to give it at least 10 trials. This is part of taking on an empirical mindset. Rather than letting speculations, worry, hope or fear tell you what works, you'll let your experiment in reality tell you what works.

Doug: Can you give me a range? How long does it take before the average student can go from start to the point where they can kiss pretty much all of the women they present the pattern to?

Ross: Wow, are you thinking small! Kiss? How about an ass fuck and a blow job? What are you talking about kissing for?

Doug: I think once you get to the kiss, the seduction from there is pretty much a snap.

Ross: Then why don't you do the kiss within the first 20 minutes of meeting them? Were you on the line when I gave that advice?

Doug: I don't always think they're ready for a kiss. Maybe I'm not recognizing the things you see.

I've seen some of these things on the web where guys say, "Kiss a woman in 12 minutes." This guy shows how you make friends with them. Sit them down somewhere and start whispering in their ear,

and then just reach around and kiss them. They'll usually kiss you back.

Ross: That's fucking gimmicky. First of all, what are you doing looking at other people's stuff? That's just going to fuck with your head.

Doug: The more I learn, the more I know, and the better I think I'll do.

Ross: That's not true. You said that the more you learn, the more you know.

Doug: I learned about you from other people's stuff.

Ross: That doesn't mean you should go back and look at other people's stuff. I'm curious. I'm not being a doctrinaire.

Trust me, if you do that, it will only serve to confuse you because my methodology and theory about how things work are fundamentally and radically different from anyone else out there.

Doug: It definitely is.

Here's my opinion. I think that you could take somebody like Mystery or Mehow and use some of what they have in a different situation, in a bar or not in a bar. Then you can present a pattern. You could probably get away with doing both and using them very effectively.

I think that in a bar, kissing is very easy to do. Nobody will really look at you unless you're making out with her like mad. At that point, you can isolate her somewhere and invite her back to your place or her place. I think once you get to the kiss and she's really

making out with you, then you pretty much have her. She wants something.

Ross: That's a very useful belief to have. A lot of guys don't. They don't know how to transition from the make out to something more.

Doug: I think that's a snap for me. The hard part is the beginning.

Ross: So far. Up until now, the hard part is the beginning. Let me emphasize something. You need to do more trials of this.

What city are you in?

Doug: I'm in Belmont, which is halfway between San Jose and San Francisco in the Silicon Valley.

Ross: Go to the city next to you and practice at the Whole Foods there.

Practice some more. You need at least 10 trials to get a handle on how it's working for you.

Doug: I have to use your "Take my breath away."

Ross: You don't have to. As long as you understand the principle of how that put-on works, you can devise your own punch line.

Doug: Explain a little bit to me about the punch line and how it works.

Ross: By the way, the November or December Instructional Video Module in the Resources area is on using put-ons to meet women.

Essentially, what you're doing is creating tension. You say, "If you saw someone who was stealing from the store right now, would you

turn them in?" Let me ask you, what do you think is going on in her mind when you say that?

Doug: Some have said, "Why? Are you stealing something? Did you think I was?" The tension is between those two thoughts usually.

Ross: What do you think that creates in their emotional state? What kind of emotional state would that generate?

Doug: It would generate an almost scared or excited, or somewhere between scared or excited.

Ross: When you release the tension by showing that you were joking, it creates laughter. Do you get that?

Doug: I haven't gotten laughter as much as I see a release of tension.

Ross: It's got to be the way you deliver the punch line, then. I'll do it for you.

First of all, you say something ordinary like, "Where do they keep the vegetables?" You know that part. Are you doing that little opening bit first?

Doug: I don't think I have.

Ross: Dude, I have explained to you how crucial that is. This is why it's not working for you. This is one of the things where all the elements have to be there for it to work.

I really want you to go into the Resources area of the coaching program and look at the Instructional Video Module. They're there. I think it's in November or December. It's the Instructional Video Module on using put-ons to meet women.

One of the things I say when it comes to the pickup is you can say the most outrageous, crazy stuff if you start out with something very common, boring and ordinary.

When I do this kind of put-on, first I'll say something ordinary like, "Nice shoes. Where do they keep the toothpaste?" Then I'll say, "Can I ask you, if you saw someone stealing here, would you turn them in?" Then after whatever she says, I'll say, "Because you took my breath away." You lean on it and make it really hokey.

Doug: When you say lean on it, do you mean on their shoulder?

Ross: No, I'll lean on the emphasis.

Doug: You don't lean on them physically.

Ross: I'll hoke it up and make it really smaltzy. I'll put my hand on my chest and say, "Because you took my breath away."

Doug: It's really like you're acting in a play. You're over-presenting.

Ross: I'll deliberately overact.

Doug: I'm glad I got that more cleared up with you. I'll be leaving for Asia on Sunday. I don't know if I'll be able to make those calls.

Ross: Whether you can make the calls or not, I strongly urge you to get into the Resources area between now and the time you leave for China. My suggestion is that you please take the time to look at the Instructional Video Module for December or maybe November. You'll see it's about put-ons. It really goes into detail.