

Section Five
The Most Commonly Asked Followup Questions

Chapter 16

My Simple Texting System

If you've been following the advice in this book you will be getting a fair amount of phone numbers. Once again, I'm not saying to try to get as many phone numbers as possible. I'm saying that if you put yourself out there you're going to start meeting a lot more women you have chemistry with and who you'll want to see again.

Unfortunately though, once a phone number is received, a lot of guys make mistakes that prevent them from ever seeing that woman again. This chapter is meant to highlight the most common mistakes. While there will always be connections that don't pan out for reasons that have nothing to do with you, by following this advice you'll be able to ensure that the vast majority of numbers you take (from women you have actual chemistry with) will turn into dates.

Also, you may note that the title of this chapter isn't "My Simple Calling System." That's because texting is more convenient than calling. When you call a woman, it puts her on the spot. She has to be available at that exact moment you call and be ready to have a conversation with someone who probably makes her a little nervous. If you had one of those connections I've discussed many times, she probably likes you, and human beings get nervous when they like someone. Texting someone recognizes that they have a busy schedule and allows them to respond when it's convenient for them.

Also, when a woman is into a guy, she'll often have her texts to you proofread by at least one of her girlfriends so she can feel more confident about what she's communicating to you instead of worrying about coming across as "awkward" on the phone. A few women will still prefer phone calls, and they'll be sure to let you know. If that's the case then give them a call and simply apply the advice given in this book.

Technology has changed human communication since the dawn of civilization. You may hear someone say, "I don't like texting, calling is more personal." When telephones first came out, I'm sure there were some people saying, "Phone calls are so impersonal, just go see the person or write them a charming letter." I'm not saying that a phone conversation isn't nice, I'm just saying that an in-person conversation is better and texting is best to set up that interaction.

Despite many guys venting their frustrations about texting women, it's actually quite simple. If you haven't embraced it already, now is the time to do so. Here's how:

ASSUME HIGH

The most common mistake guys make when texting is that he feels he needs to win her over and get her to give him enough of a positive response that he feels comfortable asking for a date -- just like his concerns over expressing his desire in the first place. He's ignoring the fact that she

already likes him and wants to see him again, indicated by the fact that she gave him her number in the first place. After she sends me two or three texts that show thought and emotion, I'm going to start setting up the date as I describe below.

Your texts should never be sent with the intention to try to get her to like you more; otherwise she'll start to wonder once again why you're trying so hard. She'll eventually give shorter and shorter responses to these attempts, or start ignoring you altogether. Then you wonder where you went wrong and what you could have said to get a stronger response out of her (to get her to make the first move). Meanwhile she simply got tired of waiting for you to ask her out.

Instead of trying to get her to like you more, texts should only be sent for these purposes:

1. To share a little about your day and show her you're curious about how she's doing and what she's up to.
2. To employ the conversation skills (detailed in Section Two) to either react to what she's saying, share humor, relate your own experiences, or ask deeper questions.
3. To set up a date.

FOLLOW HER LEAD

Again, due to archaic custom, it's typically your job to start the texting. I'll typically send a text the next day around mid-afternoon (because I'm usually busy with other priorities before then), along the lines of the first point I made directly above. Something like, "I'm loving this weather. You doing anything to enjoy the sunshine?" Every person has different preferences with texting though, and once I send that first text I'll usually respect her texting preferences while at the same time honoring mine.

The first area I'll follow a woman's lead is in timing. If she likes to respond quickly, I'll tend to respond more quickly in between taking care of whatever other priorities I have for the day. If she takes longer to get back, hours or even waiting until the next day, it doesn't mean she doesn't like me, just that she's busy and that's her texting preference. I'll mirror that preference.

Also, some people like to have conversations via text, while others prefer short, quick texts. Once again, I'll mirror her preferences. If she doesn't fill in the lulls with additional questions back at me, then I'll keep my responses shorter and won't try to continue the conversation after filling in the first one or two lulls -- as long as I've proposed a date. If she gives longer responses and fills in those gaps, then I'll enjoy a more conversational text interaction as long as I want to, given my other priorities.

CONFIRM CONFIRM CONFIRM

One last mistake that guys often make when it comes to taking care of the logistics is that they don't confirm the details. He might say, "I'd love to grab coffee with you, are you free on Wednesday? She'll respond, "I am", and the guy will reply, "Cool," or "Sounds good." He's excited because he feels like he put himself out there and the date is on. Meanwhile he never actually confirmed that date and she's wondering if it's actually on or not. If he lets a couple of days pass before he mentions the date again because he's nervous that he'll "mess it up," then she could very well make other plans, leaving him frustrated that she "flaked" on the date he was looking forward to.

It's important to confirm every detail. When she says, "I'm free Thursday," I'll reply, "Sounds great, I'll look forward to seeing you then." That's a small change, but one that makes a big difference. When she says, "8:00 works for me!" I won't say, "Sounds great," but rather I'll reply, "Sounds great, you're in my calendar."

Finally, be sure to confirm the day of. Yes, if you've already confirmed the date then there should be no question as to whether it's happening or not. Yet, we're human beings. If she doesn't hear from you the day of, it's a perfectly normal human reaction to doubt whether it's on for sure. A simple, "Looking forward to seeing you tonight! Hope you're having a great day." is all it takes.

It's often your job to take care of logistics. Don't shy away from the task, but instead make her feel like every detail is handled.

IF SHE DOESN'T RESPOND

When a woman doesn't respond to your text messages, guys have a tendency to 'freak out' and start over-analyzing every little thing that they might have done wrong. As long as you had a genuine connection when you get her number in the first place then her lack of response probably doesn't have as much to do with anything you did wrong as it has to do with something happening with her. Maybe she had an ex pop back into her life, maybe she lost her phone, maybe she got busy and just forgot, or maybe you spent too much time trying to get her to like you with your texts instead of asking her out.

When a woman doesn't respond to my text, I'll wait a bit (mirroring her space if she prefers it) and send something along the lines of, "Hey, is everything alright?" Once again, as long as you had some sort of genuine connection, she'll usually respond with an apology and the reason behind her lack of reply.

Keep in mind though, sometimes a woman will just fall off the map. It happens. If you're doing everything right though, you should be going on dates with a very solid majority of numbers that you get. For those minority of women who disappear, after I send my, "Is everything alright" text, I'm sure to give them the space they're requesting (through their actions) and not text them again. It's not uncommon for those women to get back to me a month or two later with an explanation of what happened -- usually an ex or a super-busy professional life -- and an offer to

get together. If you show poor social intelligence and ignore her silent requests for space, then you'll never get these month-later texts.

With these rules in mind, here are some examples of my texts that illustrate them. The most common responses guys have to my texts is “That's it?” and, “That looks so simple.” When you're not over-complicating things, it really is simple. These examples aren't meant to show off or share some secret tricks that I use, but merely to demonstrate how simple and easy this really should be, and that it's only our insecurities that make it so difficult sometimes.

This quick interaction is an example of what I did when she was already going to be in my neighborhood. Since we had a short time frame, I took care of logistics as quickly as possible:

Me: I'm not going to lie, I was a little hungover today. You up to anything fun? 4:32 PM
(Sharing my experience, showing interest in hers)

Amazing Woman: That's a bummer ;((I feel great. I'm showing my friend (who I had met the night before, and who also turned out to be a fellow dating coach) around the city and doing a little shopping. 4:35 PM

Me: It's fine, I'm over it. And that's fun to do that kind of stuff while she's in town. You girls going out again tonight? 4:39 PM

Me: And you're not near Nolita (a popular shopping neighborhood in NYC) by any chance are you? 4:40 PM (I also realize that if she's doing shopping stuff there's already a good chance she's already near me. Also, notice that I'm sending two texts in a row here.)

Amazing Woman: Not sure.. We might in Brooklyn... Have my aunt coming into town tonight to hang out. 4:41 PM

Amazing Woman: Not in Nolita, but that should be our next stop. In maybe an hour. 4:41 PM

Me: Awesome on both accounts. I live right next door to Nolita, we should grab a drink when you guys get here after you've hit all the stores you want to hit 4:46 PM (Since I didn't actually express that I wanted to see her yet I have to do that.)

Amazing Woman: Sounds good ;)) 4:47 PM

Me: Let me know when you're ready for that drink and I'll pick a place 4:51 PM

Amazing Woman: Ok 4:52 PM

Amazing Woman: Want to meet up still? 6:44 PM (A little late, but she was shopping – you've got to let these things slide.)

Me: Of course. Let's meet at Spring Lounge on Spring and Mulberry, I'll leave my place soon
6:47 PM

Amazing Woman: Ok 6:49 PM (Date is on!)

This next interaction is about as close to the “norm” as it gets for me. I’m including it because I wanted to give you plenty of examples of what I do 99% of the time when I text – nothing fancy, just having a normal conversation. At a certain point I'll stop explaining what I'm doing in each text because it'll just become too repetitive.

Me: Hey hun, how's your Saturday going so far? 5:34 PM (Just showing I'm curious about her day.)

Wonderful Woman: Heyy, it's good, just went to brunch and walked around the village. What about you ? 7:20 PM

Me: That sounds nice, especially in this weather. I grabbed brunch with my friends and we hung out around the city 9:47 PM (I’m empathizing, sharing some of my experience.)

Me: You going out again tonight? 9:47 PM (It's still the weekend.)

Wonderful Woman: Yea going out for a bit now what about you 11:09 PM

Me: Out for drinks with my friend. What neighborhood are you guys in? 11:54 PM

Wonderful Woman: We are in west village, what about you 12:47 AM

Me: Hey, I was super tired and ended up going home. How was the rest of your night? 3:11 PM (Things didn't exactly work out that night, so it's an explanation of my disappearance and more of the same.)

Wonderful Woman: It was fun, just went to houston hall for a bit 3:57 PM

Me: I haven't been there yet but it looks cool. Did you do anything fun today? 6:20 PM (I didn't delay this response on purpose or anything, in fact it probably would have been better if I had replied a bit sooner. It just happened to be the case that I was exhausted after finishing a program that weekend and had just woken up from a nap)

Wonderful Woman: My mom and sister were over, so just went to brunch w them. What about you 7:58 PM

Me: Nice, where'd you go? I just had brunch with my friends at coffee shop 8:41 PM

Wonderful Woman: Sounds fun. We went to extra virgin 8:51 PM

Me: I've never been but it sounds good on yelp. Did you get the french toast? 9:06 PM (I mean we all have the internet – I'm just showing that I'm interested in what she did that day.)

Wonderful Woman: I didn't, but I totally regretted it. It looked really amazing. Def get if if you go! 9:09 PM

Me: I don't know, the basque scramble is calling my name. And I'm busy on Monday, but are you free to grab a drink this Tuesday by any chance? 11:11 PM

Wonderful Woman: Hey, I have dinner plans Tom night, but I could do something later on in the week 10:05 AM

Me: Nice, how does Thursday work for you? 1:38 PM

Me: And how's your day going so far? 1:39 PM

Wonderful Woman: Thurs could work. Monday is ok, going slow as usual. What about you 5:01 PM

Me: Pretty exciting even though I was trying to take it easy. 7:43 PM

Me: And is there a day that could work better for you than Thursday? 7:44 PM (It's up to you to nail down the logistics – don't be afraid to push further if she gives you a less-than-helpful answer.)

Wonderful Woman: Exciting Monday? Thursday is good for me 9:14 PM

Me: It was between a meeting at noon, talking with my grandmother for her birthday, holding a conference call, and attending a bi-weekly meditation group 11:15 PM

Me: And that's on top of the usual work I had. What does slow as usual entail? And I look forward to Thursday 11:16 PM (Notice how I confirm amid the usual)

Wonderful Woman: Sounds like a busy day. What do you usually write for? Mondays for me always are tough after coming back from the wknd 12:12 PM

Me: It is, and it doesn't slow down today. Right now my writing efforts are going toward a a book, and yeah, I'm still dragging from my friends being in town 3:10 PM

Me: Got anything exciting going on today? 3:11 PM

Wonderful Woman: Oh that's nice. What kind of book is it? Just going to dinner later in Les. What about you? 6:37 PM

Me: It's a book on socializing and communicating effectively. I actually just got done giving a presentation in meatpacking. Where'd you go for dinner? 11:23 PM

Wonderful Woman: Oh wow that sounds really cool. I went to sauce in the Les 11:34 PM

Me: It was fun, but I'm still tired. And I love sauce, their meatballs are the best. What neighborhood do you live in again? 11:52 PM (To help with picking a place that's convenient for both of us)

Wonderful Woman: I live in the village. What about you? 11:07 AM (The next day)

Me: Just down in Little Italy, which should make picking a place between us for drinks easy. Btw, I'm loving this weather 4:36 PM

Wonderful Woman: That's nice. I havnt been outside since 7 but I hear its nice ! 6:51 PM

Me: Well I hope it was still pretty warm when you left. What time do you get free tomorrow? 9:09 PM

Wonderful Woman: I'm hoping to be out by around 7 ish. When are you free? 10:22 PM

Me: I should be free by 8, let's plan on meeting up around then 1:36 AM

Wonderful Woman: 8 might be a little too early. I can do around 9 if that works 11:39 AM

Me: 9 is perfect. Have you been to the Red Bench on Sullivan? 2:27 PM

Wonderful Woman: Never been, that's Fine though. I hate to be a square but I can't stay out too long bc I have to get up at 6 Tom ./ 3:05 PM

Me: That's no problem, we're just having drinks. We'll do something more exciting on our second date 4:42 PM

Me: And it should be illegal to make a person wake up that early 5:16 PM

Wonderful Woman: Haha I promised a friend I will go to the gym w her 5:17 PM

Me: That's not a real friend. Who does that? 5:23 PM

Wonderful Woman: I've been trying to go in the morning lately but it's really hard 5:25 PM

Me: Lunchtime or after work is the way to do it. I've tried early before but it never quite worked out for me 5:30 PM

Wonderful Woman: I've been doing it for a couple of weeks so we'll see how it goes 5:46 PM

Me: That's impressive. I'll try not to keep you out too late tonight 6:27 PM (Sharing a little sexual feeling, once again just to express my excitement to see her again.)

Wonderful Woman: Hey, I'm running like 10 behind 8:57pm

Me: How dare you! I'm leaving ;-) 9:03pm

I chose this final example because it contains an example of her not responding to my text – not because she wasn't interested in seeing me but just because of natural circumstances. Once again, how would you have reacted to the situation?

Me: Hey you, how's not doing anything going today? 4:38 PM (An inside joke from the night before.)

Incredible Woman: Not doing anything?! I've been on the go since 10 am and will be out until midnight! Funemployment is busy! How are you today? 4:39 PM

Me: Really?! What are you doing that's taking up 14 hours of your day? 4:43 PM

Me: And I'm having a pretty great day. Did some yoga, wrote a new article, other productive stuff 4:43 PM

Incredible Woman: Nice! Work, exercise, personal, work again 6:16 PM

Incredible Woman: 14 hours goes fast! 6:16 PM

Me: Man, with such a descriptive reply I feel like I'm walking in your shoes ;-) Hope everything goes well 8:53 PM

Incredible Woman: Haha, nothing exciting enough for a narrative. Some good work advice though, happy to share sometime! See you soon? 10:55 PM

Me: I look forward to hearing it. And do you want to go for a walk in central park? 12:16 AM (Que her lack of response.)

Me: That unappealing huh? And here I thought a walk in the park sounded wonderful 6:36 PM (Note that I didn't take her lack of response personally. I blamed it on her feelings about the park, which is clearly silly.)

Incredible Woman: Oh man, nick. Sorry, such a faux pas, I read your text and forgot to respond. Yes a walk sounds lovely!! When? :) 6:49 PM

Me: I figured it had to be something. Everyone loves the park. How does Saturday afternoon work for you? 7:53 PM

Incredible Woman: Probably well. Depends on weather but looks like it should be clear. 8:24 PM

Me: I like how proactive you in checking the weather. How about we plan on Sat afternoon and I'll just have an alternate activity planned in case the weather sucks 8:42 PM

Incredible Woman: Ok! Sounds fun! 10:07 PM

Me: Oh it's going to be fun and a half. How's your Friday going? 3:14 PM

Incredible Woman: So far so good! I went to the Picasso show at the Guggenheim and it was AMAZING. Have you seen it? How's your day going? 4:33 PM

Me: Damn! I haven't been to the Guggenheim yet and it was actually on the list of potential indoor activities for tomorrow. Why do you have to be so cultured? ;-) 6:07 PM

Me: How was it? And I saw 'Flight' and got some work done so it was good. It's supposed to be sunny tomorrow, should we brave the cold at the park? 6:08 PM

Incredible Woman: Sorry for the delay. I forgot my phone charger. Let's meet tomorrow around 2:30? 2:13 AM

Incredible Woman: We could also do highline. 11:50 AM

Me: Hey, 2:30 sounds great. And good call on the highline - closer to us, more to do around it, and less of an outdoor commitment on a cold day 11:56 AM

Me: Meet at the beginning? 11:56 AM

Incredible Woman: Great. By the standard? 11:56 AM

Me: Yep, hopefully we can see some naked people ;-) 11:57 AM (For the tourist – The Standard Hotel in Meatpacking is famous for people “getting amorous” in broad daylight in the many windows that are very visible from the park below. It's the first thing a lot of people think of when they think of the hotel, so my comment is appropriate.)

Incredible Woman: I'll bring my binoculars! 12:17 PM

Me: Just got in a cab, be there soon 2:33 PM

Incredible Woman: Ok I'm on Washington and gansevoort 2:39 PM

Once again, going from a number to a date shouldn't be a confusing ordeal. It's really quite simple. There's no need to be perfect. You just have to demonstrate that you're a normal person. This isn't a woman who needs to be won over. You're simply two people who like each other and want to see each other again. It's just your job to make that happen.

Chapter 17

Dates That Will Blow Her Mind

As in conversation and texting, one of the most common mistakes guys make when it comes to dating is that they try too hard to impress the woman and win her over. They believe that some specific activity or activities will cause her to like him more, when in fact the only thing that matters when determining whether a date was "good" or not is the level of connection you shared.

The goal of those first several dates shouldn't be to get her to like you. Rather, your goal should be to see how much chemistry the two of you have, both physically and personality-wise. One of the biggest results of this mind-shift is not blaming dates that don't end "well" on yourself. If you have a bad date, it's probably because the chemistry just wasn't there. If most of your dates are dry and boring, on the other hand, then this chapter was written for you.

My first date is almost always drinks or coffee for a very simple reason: we barely know each other. I enjoy doing fun things. I like planning new experiences and outside-the-box activities. That being said, if I take the time and effort to coordinate some activity and then it turns out I don't even get along with that person in the first place, then I don't even get to enjoy the activity I was looking forward to and wish I didn't spend all of that time, effort and sometimes money to plan it. Drinks or coffee provide an easy way to find out if you both want to invest more time into seeing each other. If the spark isn't there, you haven't lost any more than a half hour and a couple drinks. If it is, well then we can look forward to something more elaborate for the second date.

The exceptions to this "rule" are either when we've previously discussed some specific activity for our first date or I've already had enough time to get to know her that I'm confident we'll have good chemistry. In those cases, I just skip ahead to what I normally do for date number two.

Once you know that you enjoy each other's company, it's time to have some fun. Take a moment to think about all the activities you love to do or have wanted to do -- whether it be shows, classes, playing pool, specific restaurants, art exhibits -- but that you want to share with someone else rather than do alone. The more fun you're having because you're doing something you enjoy, the more she'll enjoy herself. The more you're worried about doing something she'll like to get a desired outcome, the more she'll feel your anxiety and agenda and not want to see you again. Check out the local events newspaper or website that every town has and pick out the activities that sound most fun to you. These second and beyond dates are the perfect for that. Cooking some delicious dinner is also a great date, but I'd save it for at least the third date if you haven't been to each other's places yet. If you can't find anything specific that really tickles your fancy, bowling, mini golf, and ice skating are all excellent recommendations.

Now that you've got a few ideas for activities, this should be part of the logistics you're taking care of. Instead of a general location for the bar or coffee shop, you can ask how she enjoys a specific activity: "Are you a burlesque fan?" or "Can you ice skate?" As long as she seems enthusiastic about an idea you suggest, you've just taken care of an important logistic for the second or beyond date. If she's not a fan of your suggestion, then see what she has in mind.

As far as your behavior on the date, I remind you that it's not about trying to win her over. She's on a date with you, she already likes you. On the date you should be employing the same conversational skills that we covered in Section Two, and enjoying sexual feelings when they arise. The main difference between this conversation and when you first met is when it's your turn to push the conversation forward, you should be past the boring interview questions and be much more curious about what she's into, what turns her on, and what her plans for the future are.

As I've also discussed, every woman has different physical and emotional boundaries, and will open only so far on a first, second, or twentieth date. Some individuals need years of counseling before they're ready to be physically and/or emotionally intimate with someone else, and no amount of charm will change that. Other individuals want to get much closer much faster, and they'll be turned off if you hold back and treat them like a porcelain doll. Of course if she wants to go faster than you're comfortable going, then she's probably not the woman for you.

The best advice I can give for any date is to give the other person the benefit of the doubt that there's something incredibly awesome about them that will fascinate you and look to find it. Be sure to have your own standards and watch out for any red flags that could point to deal-breakers, of course, but mainly just see if you enjoy this person's company. Just like when it comes to talking to women in the first place, if you're not having fun, you're not doing it right.

Chapter 18

Supercharge Your Social Life with New Friends

As I've mentioned, after your physical health, I would rank quality of your social circle as the second most important aspect of your life when it comes to happiness. If you've recently moved to a new town or your old friends are having families and don't have the time to spend with you anymore, then building a new social circle should be one of your top priorities. Plus, expanding your social circle using the advice I detail below will naturally bring more women into your life, and these women will be more likely to share your interests. Depending on the bars for your romantic success is a lot like depending on casinos for your financial success. It might happen, but your energy would be better spent building a successful lifestyle.

If you're starting from scratch, building a social circle can seem like a pretty intimidating task; in reality, like everything else in this book, it's really quite simple. Below are the two key steps to developing a dynamic social circle.

1. Take Control of Your Social Life

Jeff, an alum, emailed me a few months ago saying that he needed a phone call. Once we were talking, he told me he was frustrated because people he knew weren't inviting him to their events despite the fact that he was doing everything I talked about in Parts 1, 2, and 3 of this book. I thought for a moment and then asked Jeff how many times he invited these other people to events of his own. He paused, and replied, "never."

Jeff was getting frustrated that other people weren't demonstrating that they wanted to be his friend, while at the same time he was never demonstrating that he wanted to be their friend. If

you want other people to invite you to their events, the easiest way to do it is to stop being a victim and blaming everyone else -- and start taking control of your social life instead of being dependent on everyone else for it.

In short, you need to invite other people to events you create. These events, which you should try to organize at least once a month, don't have to be huge or complicated -- they just have to be something you'd love to do. Maybe it's a simple boys' night out; a dinner party at your place or a meal at some restaurant you've been wanting to try; a sporting event, concert, day in the park, pre-party, birthday party, or something more out-there like bungee jumping.

After deciding what you want to do, the next step is to invite every acquaintance of yours who may be appropriate for the event. You must invite the people that you don't know quite as well yet, the people who wouldn't be your first thought. Use common sense of course, but don't make excuses. That is how those individuals go from being acquaintances to friends.

Keep in mind that you won't get a lot of responses to your first events -- one or two if you're lucky. People just aren't used to this coming from you, and usually don't want to be the first to commit to something new. Keep at it though, and as your events become more common more and more people will be coming out to them and these acquaintances will start inviting you out more and more to their events.

2. Expand Your Social Circle

Once you're becoming the center of your own social universe, the next step is to expand that universe. The best way to do this is to support friends and acquaintances and join other groups that are already formed. For starters, start showing up for invites to a friend's improv night, his band's show, the opening to her new play, and so on. Aside from being there for a friend as you'd want him to be there for you, you'll also meet other great friends of his who care enough about your mutual friend to come out and support him as well. Employ the social skills you've learned in this book, and invite these new acquaintances to your next event.

Joining other groups that are already formed is another great way to meet people with similar interests. Maybe it's a cooking, dance, or improv class. Maybe it's a meetup.com group that discusses business trends or traveling; maybe it's a group that does non-profit work or meditation. Whatever it is, think of something that you've been wanting to try for awhile but have been putting off, or something that you'd love doing even if no one else were there. This point cannot be stressed enough. People usually make their closest friends doing things they'd do even if those people weren't there: school and work. Plus, if you're really being honest with yourself, if you met some of your best friends randomly at an event, you probably wouldn't have immediately decided, "I want to be friends with this person!" It's usually after spending many days with them that you let your guards down and this connection begins to form. Of course, as you're attending these events and activities that you're doing solely because you love them, make it a goal to be as proactive in meeting others in that group as possible and to employ your new-found communications skills.

As you social-butterfly your way around your new groups, chatting people up, inviting them to some sort of group bonding after-activity (“Anyone want to grab a drink/dinner after this?”) you’ll naturally find that there are people you get along with more, and those you get along with less. With the people whose company you enjoy more, it's time to invite them to your events and build your own social circle even more.

The longer you activate this “machine”, the more dramatic your results get. You start developing stronger bonds with the people in your other groups, more and more people start showing up for your events and they bring more and more friends of their own, and you start getting invited to more and more of their events as well. The growth is exponential and before you know it you’ve got to turn down invites because there are only so many nights in a week.

Building a social circle shouldn't be put in a separate category as dating -- it's all just connecting with people. As I mentioned, most of the time that we feel lonely, it's not because we don't have a woman in our lives -- a “solution” that will ease the pain only for a limited time -- but rather because we don't have regular social interaction or a healthy circle of friends we can talk to when times get rough. Whether you were in a long relationship and let your social circle slide, or you've been “gifted” social circles previously in your life through school, work, or certain friends and have never built one for yourself, this is a skill that can be developed at any point in life. It may be difficult at first, but I can promise that this work will be as rewarding as any you've ever done in your life -- and you'll be much more likely to find someone that you want to spend the rest of your life with.

Chapter 19

How to Escape the “Friendzone”

This is easily one of the most common questions I get. A guy is enamored with a particular woman, does everything to prove that he’s the most perfect boyfriend she could ever have, and then hear the words that many men dread: “I just don't feel that way about you.”

Keep in mind that I’m not talking about women you’re not interested in dating -- I love my female friends! I’m talking about women who you’re attracted to who don’t consider you a sexual being.

While this can inspire frustration, if you find yourself here you usually have no one to blame but yourself.

There are two reasons you may find yourself in the friendzone:

1. She doesn't feel that way about you for reasons that have nothing to do with you
2. You weren't comfortable enough with your own sexual feelings to express them

As I mentioned, you can’t do anything about the first scenario. Sometimes people have natural chemistry, and sometimes they don’t.

If you feel a strong sexual pull toward a woman, though, then there’s a solid possibility that she felt it too. While she was waiting for you to create a sexual vibe and make a move, however, you didn’t. The message you sent her was loud and clear: I just want to be friends. It’s ironic that many of the times a guy is frustrated because he got “friendzoned,” he was in fact the one who

initially friendzoned her. If you act asexually, you shouldn't be surprised when she treats you asexually.

You can avoid the friend zone altogether by always expressing your desire when you feel it as I detail in Section Three. If she feels the same way, fantastic. If not, then she'll still respect you for expressing your natural desire and you'll never have to suffer through the friendzone limbo. Knowing is always better than not knowing.

Maybe you finally got up the courage to express your interest after a few weeks, months, or even years of knowing her, but you shot her down by not expressing your feelings when they initially occurred so she stopped considering you in that light a long time ago. Maybe you tried to act sexual with your words or actions but repressed -- or didn't know how to create -- a sexual vibe so she just awkwardly laughed off your attempts. In either case, expressing your feelings late will be more likely to create a romantic connection than not expressing them at all.

Don't try to make some big speech about how you like her. Instead simply stop repressing/deflecting sexual feelings when they arise. It's important to distinguish between feelings that arise in the moment vs feelings you have because you've been obsessing over her and subconsciously see her as a means to fill that emptiness that all human beings feel. Are sexual feelings not arising naturally when you're interacting with her? Then it's time to question whether you are actually attracted to her or more to the idea of her that you've created. When those feelings do arise, then you simply have to express them in all the ways discussed in Section 3.

If the natural chemistry is there she'll probably reciprocate your feelings and you can enjoy the relationship you wanted in the first place but were too afraid to allow to happen. If not, then you still have one more option to escape the "friendzone": to walk away. If there is an actual connection there that she's just not up for exploring for whatever reason, but you can't help but become more and more enamored with her the more time you spend with her, then it's probably best to take some space from the relationship for yourself to kill any romantic feelings you have for her with fire. Then, you can decide, without conflicting emotions, whether you're able to have a friendship or if spending more time with her will just reignite all of those feelings and continue an unhealthy cycle.

I will say though, when you have an amazing connection with someone, you should try to have a relationship. Even if you weren't meant to be romantically involved at this point in time, at the very least, I believe, you were meant to learn something from each other. While the relationship may sometimes need space in order to grow in a healthy manner, don't be quick to write it off for good.

Either way, the choice to remain in the 'friendzone' or not is yours. It's time to stop feeling powerless in these situations and time to start taking ownership of your relationships.

Chapter 20

Three Style Tips That Double Your Attractiveness

Some of us are on the bleeding edge of fashion; others couldn't care less. Like it or not though, we will be judged on our appearance. It isn't without good reason either: Often, a person's appearance will reflect their inner state. When I'm feeling good, I'm usually taking better care of myself and vice-versa.

While fashions may come and go, I believe there are three crucial elements to looking good in the clothes you're wearing that make all the difference no matter what situation you find yourself in.

1. Wear clothes that fit.

You had to have heard this by now, and it really is the most important thing. A \$300 suit that's been professionally tailored for you will always look better than a \$3000 suit that hasn't. Keep your clothes form-fitting without being tight.

2. Wear clothes that make you feel incredible.

You know that one shirt that you always feel great in? Maybe you save it for special occasions or big dates, but it stands out from everything else in your wardrobe. Now -- everything you wear should make you feel that way.

Don't try to fit into the latest fashion unless it makes you feel amazing when you look at yourself in the mirror. That's the ideal you should be going for with everything you wear when you leave your home. I've definitely got lots of super-casual clothes, but I also may own multiples of my favorite shirts for going out.

3. Wear clothes that express your personality.

We're not all rock stars, polished professionals, hippies, or nerds. We're all individuals that have our own unique combination of values. Don't try to be anything that you're not, but rather wear clothes that express who you are proudly. I'm a simple, casual guy, and my clothes reflect that. Who are you? And what are your clothes projecting about yourself?

True, there will be some women that will be less attracted to my personal style than they'd be to others. A woman who is super into high fashion probably be attracted to a guy wearing an outfit from the latest issue of GQ -- although she still might want to experiment with a guy with more alternative tastes. While it may be tempting to start wearing leather and get a few piercings if you want to date women with more alternative tastes, if you're clearly not comfortable in your clothes then you won't be doing yourself any favors. A punk-rocker will still be more attracted to the GQ guy who's comfortable in his clothes than the guy who isn't, even if he's dressed like Billy Idol.

Notice as well that all three of these rules can be accomplished on any budget and fit to any occasion. Of course your clothing will be different at a wedding versus a bar, for example, but these will still be the most important aspects regarding appearance in any situation. They're simple, for sure, but easy to overlook or dismiss. Take a few moments to prioritize this, though, and you'll see a noticeable difference in the way others react to you.