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Magic Bullets is an ironic title. A central theme of this book is that there is no magic bullet to get the women of your dreams. There is no one single thing, or even ten things, you can do that will all of a sudden allow you to reach your full potential.

I've spent years teaching men how to improve their success with women. For the past three years, I've run The Mystery Method, the gold standard in this field. I've worked closely with other masters, men who go by names like Sinn, Mystery, Tenmagnet, Badboy, Future, Ajax, Cortez, Captain Jack, and Brad P (most people in this field use pseudonyms). I've seen Tyler D teach, and been out with Style more than a few times.

These guys are all masters. They have developed working systems that allow them to have high-quality women in their life.

But these systems are not what make them good. None of these guys was an overnight success (and I wasn’t either). Most of them have six things (“The Fundamentals”) in common:

1. Most of them spent months, or even years, in a conscious process of self-improvement.
2. All of them had to study and understand female psychology, usually first from books and then "in the field" (in live interactions with women).
3. All of them had to develop social intuition so they could recognize and predict patterns of social behavior.
4. All of them developed a lifestyle that women found attractive.
5. All of them had to develop skills that allowed them to make their systems work - skills like humor, storytelling, or kissing.
6. All of them have been on many dates, even if they call them something else, and know how to use dates to their advantage.

So here’s the dirty little secret...

If you’ve taken care of the fundamentals, any reasonable system can work. Sinn could use Tyler D’s system and get great results. Style has used Mystery’s system, and done well. I’ve used a couple of different systems before making my own.
A system for attracting women is like a strategy for a basketball game. Some teams shoot a lot; others pass a lot and wait for a great shot. Some teams run back quickly on defense; others rebound aggressively. But if you have players who are good at the fundamentals (which in basketball means things like shooting, running, and dribbling) any reasonable strategy can work. Just like if you have good dating fundamentals, many different systems can work. Sure, one system might fit you slightly better than another, just like in basketball a team with big players might use a more physical strategy than a smaller but faster team. Bad-boy does his thing and not Sinn’s because it’s slightly better for him. But if he had to, and he had time and motivation to practice it, he could attract beautiful women with Sinn’s, or anyone else’s.

Of course, it’s possible to have a basketball strategy that won’t work, even with the best players in the world. The national team for the United States in the 2004 Olympics is a perfect example of this. Same goes for dating. I recently read a book in which the author guides men to approach women seated in restaurants with the line: “A beautiful woman like you should have a beautiful evening. Do you mind if I join your table?” That’s not going to work no matter how good your fundamentals. And if your fundamentals were truly good, your social intuition and your understanding of female psychology would have stopped you from making such a bonehead approach in the first place.

**DEVIL’S ADVOCATE**

Let’s play devil’s advocate for a moment. If it’s true that it’s the fundamentals that are important, how can it be that someone can learn a dating system and immediately get better results?

Just like a basketball team with a decent strategy will beat a team with no strategy, a man who learns a workable dating system will do better than he did before he had one. Often, such a man will convince himself that he has learned “the secret” and has the magic bullet for succeeding with women. This belief will actually help him, by giving him confidence, until he hits the inevitable dead end that comes from not improving the fundamentals. In my years of experience in dating science, I have never - nor have my colleagues ever - seen a man become truly successful with women without being able to handle the fundamentals.

But a good devil’s advocate wouldn’t be satisfied yet. He would want to know why, if all of the above is true, so many people are still obsessed with dating systems?

Here we have stumbled onto the myth of the One True Path: the idea that you should pick a guru and follow his system, focus on his system, and ignore everything else. This book will destroy that myth.

The One True Path fallacy is seductive, because it fits in nicely with human psychological patterns, especially in males. Men naturally want to believe it. Say some guru tells you 10 things he says you need to do to get a woman to go out with you. Well that's sure simpler than looking at the complicated female across from you and trying to figure out what’s going on in her mind. And it works for the guru, so it must be good, right? And it’s a secret that you know that most men don’t, so that makes you feel powerful as well. What makes the One True Path so dangerous is that it can explain away your failures in a way that doesn’t challenge your faith. For example:
You do the 10 things the guru says and you don’t get the girl? That just means you haven’t mastered them yet. You need to practice more.

You lost the girl when you did one of the 10 things, but the other three seemed to go okay. Great! You're getting better at three of the 10. You just need to practice that one.

Your friend succeeds with a woman by doing something that your guru doesn’t teach or recommend? Ignore it. You're learning the guru’s system so you can date even more attractive women than your friend meets - women like your guru gets.

The One True Path fallacy also exists because it’s easy to communicate. It’s easy to tell you to do these 10 things and you'll get what you want. I can do that in a paragraph. It’s much harder to account for the what-ifs and exceptions, as I do in this book. Some of the most powerful, if misguided, ideas in the world do not tolerate ambiguity. Facism, Fundamentalism, and Communism are all One True Path fallacies. However, dating science does not respect absolute laws like physical science does. No matter how tempting it is to think that it does.

**SYSTEMS**

So after all of this, why is there even a system in this book?

For one thing, it makes a convenient organizing principle. For example, it’s a good way of keeping, for example, material on how to start a conversation (Chapter 5: Opening) in a separate chapter from material on what to do next (Chapter 6: Transitioning). This is even though the information presented in the chapters describing the Emotional Progression Model (our system) would appear no matter what system we happened to be using or what we titled each chapter.

Moreover, you do still need a system, whether it’s your own or someone else’s. And some systems clearly don’t work, so at least if you’re using this one, I’ll know that you’re not going up to women at restaurant tables and trying to sit with them with cheesy pickup lines. Even some famous dating guru’s systems have big pitfalls if your fundamentals aren’t strong enough, and suffer from being too specific. For example:

» They only work for certain types of men (age, looks, personality type, etc.)
» They only work with certain types of women
» They only work in certain situations

The system that my colleagues and I have been teaching - and that is explained here - is both more flexible and more specific. Flexible in that it works for a broad range of men, with a broad range of women, in a broad range of situations. Specific in that we also drill down to specific types of situations, types of women, and types of relationship outcomes. I want you to have a dating system that works for you, not just for some guru with a clever marketing strategy.
The system here is not one I invented out of my head – that would be irresponsible. If I invented something purely out of my own experiences, I could hardly claim to have seen it used by enough different men, with enough different women, in enough different situations, that I could be confident it would work for anyone who bought this book. Of course, my own originality is stamped throughout this book, as are the unique ideas of the best dating coaches in the field. However, when you come across something that I do myself or have seen others do that hasn’t been tested rigorously in this way, it is labeled and identified as such.

The system in *Magic Bullets* was developed by the masters in the field, especially by the top instructors of The Mystery Method Corporation. But it is not a Mystery Method book. It has evolved and been dramatically improved over the past two years based on insights that our instructors have made and taught, and based on the way we’ve seen most people actually use the science of dating successfully. I’m excited to present it to you, backed up by the fundamentals that will let you reach your full potential.

I also want to share with you a bit about my approach in writing this book. There isn’t, or at least there shouldn’t be, any self-referential flattery, beyond personal examples to help explain a point. I’m not out to convince you that I know what I’m talking about by talking about myself. It’s a waste of your time and it’s irrelevant. The only thing that matters is how the material in the book works for you. If you’re curious about my personal experiences and adventures or those of other instructors and our students, I invite you to check out our blogs and The Forum. They’re free, they’re public, and their web addresses are listed in Chapter 24.

While the book is (I hope) orderly and easy to understand, the subject matter is not. Dating and relationship behavior is complex and full of contingencies and exceptions. In every case in which there was a tradeoff between an elegant model and a lucid analysis of a topic, I have opted for the latter. Accordingly, this book is not where you will find a bunch of new words, new acronyms, or complexity for complexity’s sake. Instead the book is designed with only one purpose: to help you succeed.

To that end, I’d like to invite you into a dialogue. If you have any comments, ideas, or experiences from reading the book that could help subsequent editions serve its purpose even better, I’d love to hear from you.

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CHAPTER 5: OPENING

In This Chapter:

» What is Opening?
» Types of Openers
   » Functional
   » Opinion
   » Situational
   » No Opener
   » Screening
   » Direct
» Non-verbal elements in Opening
» Approach anxiety

WHAT IS OPENING?

It’s not normal to start conversations with strangers. It can even be intimidating. However, everything that follows in Magic Bullets is based on you being able to approach attractive women without awkwardness, and smoothly start a conversation with them. We call this process “Opening” and the ways we start conversations “Openers”.

You might be wondering why you need to have specific ways to start talking to someone. Can’t you just walk up to a woman and say “Hi, I’m Joe” and start a conversation? Yes, you can, and it might even work. We discuss this type of opener later in this chapter in the section entitled “No Opener”. In general, however, we find that most attractive women are hit on so often by so many different men that they are used to rejecting strangers as soon as they approach, with exceptions made only for men who seem unusually...
good-looking, successful, or socially desirable. Still, even though we are skilled at presenting ourselves in this way, we generally prefer to use other types of openers because our success with them is virtually automatic.

“Success”, in the context of opening, means getting to a normal conversation with a woman. A normal conversation is one that can range freely over a variety of topics, including personal ones. As you will see, some openers will get you all the way to a normal conversation, while others will require a Transition (Chapter 6). Neither approach is inherently better than the other and we routinely use both.

When you open, you are starting a single-topic conversation. Getting to your Transition or to a normal conversation should take anywhere from ten seconds to two minutes. If you take much longer, both the single topic and the interaction as a whole risks becoming stale and it can become awkward to transition to other topics and develop the conversation.

Throughout this chapter - indeed, throughout the Emotional Progression Model - we talk about meeting women. However, women do not tend to be alone in social situations. So when we talk about approaching a woman, we usually mean approaching her group. In the Opening phase, engage the entire group and don’t pay particular attention to the woman in whom you are interested.

By the way, if you are introduced to a woman through someone you already know, you can usually assume that you have the freedom to have a normal conversation. We call these sorts of introductions meeting through your Social Circle (see Chapter 12 for more details). In these situations, you don’t really need to use the opening techniques from this chapter (or the Transitioning techniques from the following chapter).

What follows are six broad types of openers and a discussion of non-verbal elements in opening. In general, it’s your non-verbal elements that will make your opener succeed or fail, so if you’re new to this sort of material, I’d pick an easy kind of opener to begin with (such as opinion openers) and then focus heavily on the non-verbal elements.

**TYPES OF OPENERS**

You can classify openers along a risk-reward continuum. A low risk-reward opener is more likely to get a woman to respond, but less likely to lead to a normal conversation. For example, if you ask a woman for the time, the social rules of modern society more or less require her to answer. However, it can be awkward to move from discussing the time (the opener) to discussing subjects that can engage her emotionally (a normal conversation). This makes asking for the time a generally poor choice of opener. Many low risk-reward openers tend to be about specific subjects that do not relate to you or her.

In contrast, high risk-reward openers tend to be unequivocally about the two of you. The risk is that you will not successfully open – that is to say, that she will not want to talk to you. The potential reward is that...
you will move forward to a normal conversation. For example, you can open with: “Why don’t we go sit over there and get to know each other?” Most desirable women would say no to such an approach from a stranger - but if the answer is yes, you will already be in a normal conversation. We will discuss better high risk-reward openers toward the end of this chapter.

There are six major types of openers. We will look at these in order of their risk-reward profiles, from the lowest to the highest:

» Functional
» Opinion
» Situational
» No opener
» Screening
» Direct

FUNCTIONAL OPENERS

Functional openers carry the lowest risk-reward profile. They relate to conversational subjects (usually questions) that most people feel socially bound to answer. For example: “Do you have a light?” or “Do you know how to get to X Street / X Restaurant / X Place?”

It is quite possible to use these and succeed, generally if you are approaching a woman who is alone and there is very little else to distract her attention (waiting in line, on an airplane, etc.). For this reason, functional openers are usually only used in Day Game (Chapter 13). See the “A successful functional opener” sidebar on the following page.

The trouble with functional openers is that they can make Transitioning difficult. Men who have success with Functional openers usually plan to move directly to another type of opener immediately afterward; they're difficult to succeed with on their own. However, if you are too shy to start conversations with women you don’t know, you can start building up your confidence (and enjoy the occasional success) with them.

OPINION OPENERS

An opinion opener is exactly what it sounds like. You ask someone’s opinion about something. For example:

» My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?
I'm planning my friend's birthday party next Friday and I'm trying to decide between an 80s theme and a jungle theme. What do you think?

My friend keeps getting anonymous emails from a secret admirer but he thinks he knows who it is. Should he say something?

Do not use these! I literally made them up in the last five minutes. They came from my imagination, not your life. Why use an opener that others might be using and risk getting "caught" using a "pickup line"? Especially when there is no point - you will come across as a lot more genuine and in the moment if your opinion openers have genuine relevance to your life.

Start by thinking of a subject with broad interest that has happened to you or someone you know, and ask for an opinion on it. Good subjects for opinion openers are ones that generate emotional involvement, such as:

- Dating and relationships (but not about you)
- Gender differences or male-female issues
- Friendships
- Music and popular culture

Opinion openers should not have an obvious answer. If the opener can be answered with a simple "yes" or "no" (such as the "secret admirer" example above), ensure that the topic has sufficient depth that anyone answering the question would naturally want to explain their answer. [Their con-

A Successful Functional Opener

It is possible to succeed with a functional opener. The following is an edited version of a field report by Harlequin, a member of the Forum, in February 2006. I've given the woman the arbitrary name of Julia and inserted Harlequin's commentary into square brackets [like this]. It's not necessarily an example of an ideal interaction, but it shows a functional opener that worked, and that's the point. The full post can be found at: www.TheMysteryMethod.com/forum/showthread.php?t=5334

Harlequin: “Excuse me, do you have the time?”
Julia: “2:20...”
Harlequin: “Damn, I’m late... do you know the way to the sports centre? I got a game starting in 10 minutes...”

[She either knows or she doesn’t...]

Harlequin: “It’s just over there, huh? Damn what a trek... can I get a piggy back?”

[I was on the way to Leeds Olympic Pool - which had to be renamed Leeds International Pool because the builders messed up and made it one inch short of 50 meters. I was full of energy and enthusiasm and saw this woman. I approached her less than 500 yards from the pool and asked her for directions and she didn’t know... so I teased her about this and then directed her to the pool. It was zany, but she loved it. Before I approached her, she was standing alone at the bus stop and then some nutter (me) approaches and makes her laugh. That made her happy that I was there; it’s better than being alone. She ended up ignoring her bus when it came by.]

Harlequin: “What? That was yours? You just missed your bus?”
Julia: “Yeah... I’m supposed to signal”
Harlequin: “Wow... not only do you not know where the world’s greatest non-Olympic pool is, but you suck with public transport...”
Julia: “Well I was kind of distracted...”
Harlequin: “Are you one of those women that stands on the street at night... waiting for taxis, or are you the sort that books one in advance?”

...and off Harlequin and Julia go into a normal conversation.
tent of the answer or the explanation is usually irrelevant; the point is to start a conversation that interests her.]

Opinion openers should also be neutral. This means that the opener does not imply that you like or dislike the people you are talking to, nor is your question obviously designed to get them to like or dislike you. Neutrality is important because you want to avoid her consciously having to decide whether she is attracted to you so early in your interaction.

Delaying a woman's decision can be important. As soon as a man says or does anything that a woman associates with being hit on, she needs to make a yes/no decision about whether she is curious about him. She has to. Desirable women are approached so often that spending time getting to know every well-meaning man who starts talking to her means she would have no time for herself. This is why body language (Chapter 15) and fashion and grooming (Chapter 20) are so important, as they provide clues about you that can help women make these immediate decisions.

Still, if you are not uncommonly good-looking, wealthy, or displaying very high social status, you are often safer taking at least a couple of minutes to display attractive parts of your personality to intrigue her before provoking her into deciding whether or not she is curious about you. But you won’t have those minutes if she has already mentally written you off. Thus, a neutral opener that implies that you are not necessarily interested in her can buy you the time you need.

Opinion openers often turn into scripts as you get used to the likely range of responses and develop natural follow-on questions. You want to end the opener and get to the Transitioning phase as quickly as possible, but sometimes you need an extra moment or two of dialogue before the moment is right. In these situations, use follow-on statements or questions. See the “Breast Enlargement” sidebar on the following page as an example.

There are three other important elements that improve any opinion opener:

**False Time Constraints:** Somewhere in the first 30 seconds you should say something like “I can only stay a second; I have my friends here”. This will stop the group from feeling uncomfortable and wondering how long you’ll be staying. A false time constraint implies that you are not hitting on anyone and also sets yourself up as a bit of a challenge. But make sure you phrase your time constraint in positive terms. For example, consider the difference in what is communicated by “I can only stay a second; my friends are here” compared to “I will only stay a second, then I'll stop bothering you.”

**Rooting:** If a woman does not believe that your opinion opener reflects a real situation that is relevant to you, then she may think you are hitting on her in an amateurish way. Adding specific details to the opener to make the situation feel more real to her is known as rooting. Consider the difference between “My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?” and “How long should someone wait after breaking up with their girlfriend to date her friend?” The rooting of the former opener in specific details gives it credibility.
Attention..Pause: Opinion openers are usually longer than other types of openers, so make sure you have a group’s full attention before you start. We have found opening with “hey guys” in a loud tone of voice to be successful at getting a group’s attention. Pause after you say this. If the group does not stop their conversation to look at you, do it again. If you routinely need a second attempt to get their attention, you are not being loud and authoritative enough. By the way, we use “guys” instead of “girls” or “ladies” even when addressing an all-female group, because using a gender-neutral term [“guys” can be gender-neutral at least in North America] implies that it is irrelevant that they are women. This implies that you are not hitting on them.

We love opinion openers. Their ability to start a conversation without communicating interest is invaluable, especially when meeting very attractive women. They can also reduce approach anxiety (see the end of this chapter) because they are scripted and neutral. They are great for improving your non-verbal communication because the verbal component is scripted in advance.

On the other hand, opinion openers have some disadvantages. They tend to be longer, which makes them harder to use in loud nightclubs. You will also need a good transition to move from the specific subject of the opener to a normal conversation.

A bad transition reveals your intentions and may make her feel unattracted and that you are using “pickup lines” on her. Another disadvantage is that an opinion opener must appear to be spontaneous to be successful. If you walk across a room to ask a woman’s opinion, she’ll know that you picked her for a reason and she will start screening you. If you want to use an opinion opener on her, you will need to first maneuver yourself to an adjacent space before “spontaneously” turning to her and using it. This can be a somewhat advanced tactic; save this for when you already feel comfortable using opinion openers on people around you.

Opinion Opener Example: Breast Enlargement

Opener: My friend’s girlfriend is planning to have breast enlargement surgery as her birthday present to him. He doesn’t know about this and I don’t think he’ll be happy. Should I say something to her? Or to him?

Typical Responses: Don’t say anything / say something to her / say something to her [the content of her answer is irrelevant. Transition or continue with either or both follow-ons]

Follow-on 1: Here’s the thing, I think her real motivation might be that her sister just got her breasts done and they’ve always been really competitive. But would someone really change their body like that just out of jealousy?

Follow-on 2: I wonder if it’s even my place to say something because I used to hook up with her sometimes - she’s really beautiful but not my type, so I introduced her to my friend. I’ve tried to stay out of their relationship, but I don’t want either of them to be unhappy.
SITUATIONAL OPENERS

A situational opener relates to something relevant to the environment in which you and a woman find yourselves. For example:

» What drink is that?
» Is that [celebrity name] over there?
» I love this music

Most men who do not have access to the type of material you have in Magic Bullets use situational openers. Therefore, most attractive women have heard them literally hundreds, if not thousands, of times. Moreover, there are only a finite number of interesting conversational subjects that are likely to arise in standard places to meet women. Your odds of coming up with something that she has not heard before are pretty low.

For example, you may think that the situational opener, “where did you get that necklace/bracelet/purse/ring/etc.?” could be original or interesting. However, most women will have heard this before and will think that it’s far more likely that you are hitting on her than it is that you really care where she buys her jewelry. When was the last time you went up to a woman you didn’t know and weren’t attracted to and asked her about what she was wearing?

Guidelines for situational openers:

» If you think of a situational opener once you have already chosen who to approach, then it likely won’t come across as spontaneous. Save the opener for the next time the situation comes along.

» If it isn’t something that you would say to someone who you weren’t attracted to, then don’t say it to her. By definition, doing so would communicate interest.

» Hesitation is always bad when opening. It’s especially damaging for situational openers, which rely on spontaneity. If you see a woman and plan to open situationally, do so right away.

» Situational openers are like opinion openers in that you must appear spontaneous. You can’t walk across a room to open situationally; she will know that you did so to hit on her. If you’re going to communicate your interest right away, you are better off using a direct opener (see below).

The primary advantage of a situational opener over an opinion opener is that your Transition (see Chapter 6) to other subjects will be easier. If a situational opener feels spontaneous and appropriate to her, you are much closer to a normal conversation than if you had opened her with a pretext, like with functional or opinion openers.
If you are generally good at improvisation, you can use these regularly... If not, use the other, more prepared openers.

**NO OPENER**

You actually don't have to use an opener. You can simply start talking to people. For example:

- Oh my God. You look just like my little sister/cousin/niece/etc.
- Hi.

Or you can open in mid-conversation as if you already know them. Just start telling people a story as if they were your friends, without any explicit pretext for talking to them. Of course, this is risky because the group's natural reaction may be: “Why are you talking to us / telling us this?”

If you're going to try this type of “opener” - don’t get tempted to try to communicate good qualities about yourself within the story (this is called embedding and is a valuable tool in other situations; see Chapter 17 on Storytelling). When a woman is actively wondering why you are talking to her, she will be more likely to notice little details in what you say and interpret them as an amateurish and boastful attempt to hit on her than as seemingly necessary elements to your story that happen to convey attractive qualities.

I would only use a “no opener” opener if, and only if:

- I am in a high-energy environment
- People are mingling freely
- I am surrounded by other people and clearly being social

The initial awkwardness and the difficulty of managing your credibility and keeping strangers’ attention when they have no idea why you are talking to them make this a risky type of opener. At the same time, it’s a high-reward opener if you pull it off because it displays a tremendous amount of confidence and social agility. If successfully executed, no transition will be necessary and you skip straight to the Attraction phase.

**SCREENING OPENERS**

In a screening opener, you are making your intentions fairly clear, just as in a direct opener. However, instead of forcing her to decide whether she is curious about you, you imply that you are trying to decide whether you are interested in her. For example:
Are you friendly?

Is there more to you than meets the eye?

I saw you from over there and wanted to see what you were like.

You can use these anytime, but they are best used in nighttime environments where flirting is on everybody's mind, such as bars and nightclubs. They work best with small groups, since many women will be reluctant to qualify themselves to you in front of their friends. Qualification is explained in Chapter 8; in this context, a woman qualifying herself to you means that she is telling you why you should be interested in her.

Despite the pretense that you are screening her, women know that most men would not approach them with this sort of challenge unless they were hitting on them. So, screening openers are likely to communicate your intentions; however, if executed properly and in a playful tone, you will have a much better chance of winning her interest because you demonstrated confidence by approaching her in this way.

If you succeed with this kind of opener then you will find yourself in the Qualification phase. At this point it is safe to assume that attraction already exists. Later you will have to go back and fill in the blanks in her mind about who you are and why she is interested in you; however, it is easier to help someone who is already attracted to you figure out why she is attracted to you than it is to attract someone who is not already interested in you.

**DIRECT OPENERS**

Direct openers are by far the highest-risk and offer the greatest reward. Such openers, popularized by Badboy Lifestyle ([www.BadboyLifestyle.com](http://www.BadboyLifestyle.com)), are especially useful when approaching a woman who is by herself. They are also popular in continental Europe and in other cultures where talking to strangers is not common. In such cultures, approaching a group of strangers will carry a high risk of failure whatever type of opener you use, so you may as well use a direct opener since it has the highest reward. The Badboy Lifestyle crew usually uses direct openers, even for women in groups. These work, but only if your body language and tonality are very strong.

**Examples of Direct Openers**

- I like you. I want to get to know you.
- You're cute / attractive.
- You're the woman here I most want to meet.

Direct openers usually force a woman to decide whether she is interested in getting to know you. However, she may know nothing about you except how you look, dress, and carry yourself, as well as the opener you just gave her. Thus, your initial verbal and your non-verbal communication must be very strong.
Your chances of succeeding with a direct opener are better if you deliberately state your interest in her than if you clumsily betray your interest by delivering an opinion opener improperly. Most women will at least give you credit for your confidence. If you are successful, you move straight to a normal conversation without needing to Transition.

Still, I wouldn’t recommend direct openers unless one of these three factors are present:

» Your skills are particularly advanced

» You have taken a Badboy Lifestyle workshop (or something similar)

» You are approaching a woman who is by herself during the day and you could reasonably expect her to be attracted to you by your looks and non-verbal communication alone. If she’s a supermodel and you’re an average Joe, then you’ll usually need time to make her interested in you based on your personality, and this time is best won with a more neutral opener such as an opinion opener

NON-VERBAL ELEMENTS IN OPENING

It is a truism that non-verbal communication carries more weight that verbal communication. (This is why Chapter 18 is entirely devoted to non-verbal communication). This is especially true in Opening since a woman will not have a history with you and so will be judging you even more by your non-verbal cues.

A key to success with all of these openers is to act as if you are simply a friendly, outgoing person, to whom talking to complete strangers is a normal every day occurrence. If your body language and tonality imply that you are relaxed and open to new people and experiences, strangers who you approach should become more relaxed and open.

Before you open

Watch what you do before you open. Many women will notice you, consciously or subconsciously, before you even approach them. Do things to create an impression that you are a social, successful, high-status man. For example:

<table>
<thead>
<tr>
<th>Before You Open Checklist</th>
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<tbody>
<tr>
<td>» Be laughing, smiling, and having a good time.</td>
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<tr>
<td>» Display confident body language.</td>
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<tr>
<td>» Be the leader of whatever social group you are in (be making the biggest gestures, get the attention focused on you, etc.).</td>
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</table>
» Have women already around you. Having a couple of even average-looking women around you - even ones you met that night - will do wonders for your ability to interest a beautiful one.

» Don’t move around too much. The party is where you are.

» Don’t look around too much. The party is where you are.

» Don’t be obviously picking up women. Having them around and interested is great. Observably writing down their phone numbers is not.

» Being with cool people (even if you met them that night) also conveys high social value. Being the cool guy in a group of losers just makes you King of the Losers.

» Be social, not predatory. If you are staring around like a shark, looking for women to approach, they will notice and be defensive.

Watch for Approach Invitations: Very little of what women do in social gatherings is random. When a group of women stops in a specific place, there’s often a reason. And that reason is often a nearby man doing some of the things listed in Before You Open Checklist on the previous page. They want you to approach them. Similarly, a woman who makes repeated eye contact with you is likely inviting you to start a conversation with her. In this situation, use a higher risk/reward opener like No Opener, Screening, or Direct, since there is less need to try to fly “under the radar”.

**The First Few Seconds**

When you see someone you are interested in, approach them right away. This has also been called the “3 second rule”. Doing so will make your opener appear more spontaneous, she will not notice you hesitate, and you won’t have time to make yourself more nervous. If you open right away, you also don’t have to worry about the group moving or becoming engaged in something else.

Women like confidence and spontaneity. They don’t like to be stalked. Wandering around, circling her, looking at her, and trying to figure out what to say to her will just turn her off and creep her out. Get into the habit of seeing an attractive woman and opening her group. You’ve already got a couple of openers ready, right?

Smile for the first few seconds. Don’t grin like an eccentric goblin throughout the entire interaction, but smile as you approach the group and during the first few seconds of the opener. Smile with your eyes, not just your mouth. Smiles should be practiced in front of a mirror.

**Body Language and Tonality**

Your opener should be loud enough that it cuts across whatever conversations the group is already having and gets their attention. Don’t shout, but make it socially awkward for people not to pay attention to your
opener. Practice speaking - loudly - from your chest, not your throat. If you put your hand on your chest, you should be able to talk in two ways: one in which you can feel the vibrations on your hand, and one where you can't. Train yourself to speak in the way where you can feel the vibrations. This will be a deeper, powerful, and more resonant voice.

Don't lean in. It makes you seem like you have lower status than the person you're talking to. Make sure you are loud enough. You should raise and project your voice enough that a woman can hear you from a normal standing position.

For opinion openers: Do not walk straight up to the group. Approach at an angle, tilt your head over your shoulders, and deliver your opener. Turn to face them within the first minute. Done correctly you can raise your value significantly by demonstrating that you do not need their attention or approval.

**APPROACH ANXIETY**

Starting a conversation with a woman you don’t know can be very scary. We call this fear “Approach Anxiety”. Almost every man has it. We've learned how to deal with it and so will you.

If approach anxiety did not exist, bars and nightclubs would make a lot less money from liquor sales. Some men refer to alcohol as “liquid courage” and drink to lower their inhibitions and increase their confidence to approach women. Unfortunately, you cannot just send alcohol to the part of your brain that governs your inhibitions. If you drink enough to lower your approach anxiety, you will be drinking enough to affect your brain's reaction time, memory, motor skills and cognitive ability. This will disadvantage you with women.

Furthermore, if you depend on alcohol to get over approach anxiety, you will be restricting your opportunities for meeting women to those times and places where alcohol is easily accessible. Theoretically, you could walk around drunk all day meeting women. This might even be fun for a day or two. Actually it is fun. I can tell you this from personal experience. At my university, we called it “Spring Break”.

Back to reality. If you’re not going to alter your brain chemistry with alcohol or other drugs, then you'll need to get over approach anxiety psychologically. This is hard, but necessary. Here are some ideas that may help:

**Realize that rejection isn’t bad**

Opening is a skill, not a personality test.

Before I learned to open, I remember one night at a popular nightclub in San Diego when I opened 15 groups, and none of the conversations lasted for more than 2 minutes. I did not successfully open a single group.
A few weeks later, I was out with someone who had taken The Mystery Method’s comprehensive workshop. I saw how to open effectively, and got a little bit better. Gradually, more and more groups began to open.

Did I become a different person over those two weeks? No. I just learned to open. No one was rejecting me during the awful 0 for 15 night. They were rejecting my opener, and rightly so since it was terrible. They could not possibly have been rejecting me, since no woman knew me for more than two minutes. They did not know anything about me. You as a person can no more be rejected by a woman after your opener than the game of basketball could reject you because you missed a shot. Practice the shot - or the opener - and you will succeed.

Go out somewhere where people don’t know you and use a ridiculous opener – one that you expect would not work. Do it 10 times. You will not die. You will simply internalize into your brain the relationship between an insufficient opener and its rejection.

Get warmed up

Think of your first couple approaches as “warm ups”. Most people generally need to ease into the process of being social with strangers. Before you go out, do things to get your social energy up. Call friends. Listen to high-energy music. Interact with random people. It’s very difficult to go directly from being alone with your computer to being the life of the party.

Use opinion openers

Opinion openers are great for getting over approach anxiety because, after all, you’re just asking a question. You’re not hitting on anyone (yet). And because they are scripted, you can focus on their delivery.

Good or bad delivery is usually what will make an opener work, so giving yourself a chance to focus on this - knowing that the content of your opener is fine - can only benefit you in the long run.

Create incentives

Very few people like opening. Some people set targets of a certain number of approaches per day or per week. Others take it a step further and create systems to reward themselves if they succeed or punish themselves if they fail. For example, the Venusian Arts Handbook suggests that you go out with a friend and give him $200 and have him give you $20 back every time you open someone new. Or tell your friend not to drive you home until you’ve opened 8 new groups.

Dealing with other men

Don’t be afraid of mixed groups (groups with men and women in them). Mixed groups are actually easier than all-female groups if you are using an opinion opener, since you can (and usually should) direct your opening conversation at the men in a group. If you are sufficiently interesting to them, the women will want to also get your attention. By playfully ignoring or teasing the woman you’re interested in, you may start to create the type of emotional tension that often leads to attraction.
You can and should approach mixed groups even when such groups include more men than women. The relationships between the men and women in such groups will become obvious early in your interaction with them (or will become so when you ask how everyone knows each other), and you will earn credit with any single women in the group for having the guts to approach when most other men would be too timid.

Do not initiate conflict with the other men in the group. Women will be less interested in you if they sense that you cannot get along with the men in her life. If you appear to disrespect a woman’s brother, sister’s boyfriend, coworker, platonic male friend, or any other male in her social circle, you will imply that you have a low Social Intuition, which is deeply unattractive to women (see Chapter 3). You will also end up making enemies within her social circle, who will try to convince her not to date you.

Befriending other men does not mean kissing up to them - neither they, nor the women in the group, will be interested in you if you do - but it does mean treating them with respect. Imagine that you are at the park with your younger sister. What would a man have to do for you to want her to date him, or at least for you to be neutral about it? One technique for bonding with someone is to act as if they are already your friend. Act toward other men in her group as you would act around your own friends. Sports, gadgets (comparing cell phones often works), cars, alcohol, and movies are often good sources of conversation with other men.

Now, that being said, how does opening a mixed group differ from opening an all-female group?

» Address the men in the group primarily, at least at first.

» Quickly find out how they all know each other (so you know which women in the group are single and which have their boyfriends or husbands in the group).

» Use an opener that is more about events and actions and less about emotions and “getting a woman’s opinion”.

If the other men in the group have just met the women that night, then they are your potential rivals. If they are competing with you for the woman you want, ignore them. If they are hitting on her friends and doing so competently, then befriend them. In such situations, you will likely sink or swim together. See chapter 19 on Winging for more details on this.
CHAPTER 6: TRANSITIONING

In This Chapter:

» Transitions within the model
» Content Transitions
» Observational Transitions
» Phrasal Transitions
» No Transition

TRANSITIONS WITHIN THE MODEL

Transitions bridge the gap between the Opening phase and Attraction phase. To begin Attraction, your conversation with a woman and/or her group must have reached the point where you have the freedom to discuss a variety of subjects and to express emotion. We call this sort of interaction a normal conversation. Once you are able to begin a normal conversation, the Transitioning phase is complete.

Sometimes you will have this freedom immediately after Opening. For example, if you use a direct opener such as “I like you. I want to get to know you.” and she responds positively, you are in position to have a normal conversation. The next subject you talk about could be virtually anything, and you don’t need a transition.

If, however, you have asked her for the time, you don’t necessarily have the freedom to move straight from that to talking about personal subjects. It’s possible to do so anyway, but without a Transition, it may feel
awkward for both of you. Generally, the lower risk/reward profile of the Opener you use, the more work you will have to do in the Transition.

Let’s look at the four general types of transitions available to you.

**CONTENT TRANSITIONS**

A content transition uses her or her group’s response to your opener to change the subject to a new conversation. For example, if you were using the “my friend Eddie who just broke up with his girlfriend and wants to date her friend” opener from Chapter 5, she might mention that her best friend back home in London had recently been in a similar situation.

If you’re quick, you might see an immediate content transition opportunity here, and interrupt her by confirming that she’s from London. When she tells you that she is, you can roll out a London-related anecdote. It doesn’t even have to be long, but it has to be interesting enough that she pursues that conversation instead of the one about Eddie. Going back to talking about Eddie is going back to the Opener.

This dialogue may help explain.

Me: My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before asking her friend out?

Her: Umm, I don’t know. My best friend Jane back home in London was in that situation, with two guys, she’d been dating one ...

Me: [interrupting]: You’re from London? Oh my God, I just got back from there. I had the greatest time.

Her: What were you doing in London?

...and away we go into Attraction (Chapter 7).

Was that too easy? Alright, let’s pretend that she didn’t ask what I was doing in London, but returns back to the subject of Eddie. This might mean that she is responding to my opinion opener out of a sense of social obligation and isn’t especially interested in me yet. Or it might mean that she is more interested in Eddie’s situation than in my impressions of London. Or it might not mean anything at all. It doesn’t matter. Have the stronger frame (see Glossary) and ensure that the conversation moves forward, not backward.
Let's pick the conversation up from where I interrupted her.

Me: [interrupting]: You’re from London? Oh my God, I just got back from there. I had the greatest time.

Her: Yeah, so Jane ended up deciding that she couldn’t even be friends with either of them and...

Me: [interrupting]: Isn’t it crazy the way people with British accents sound more educated? My friend just opened a restaurant in Mayfair and even the foreign cleaning staff sound like Harvard PhDs, even when they were talking about mops and tables. Did you ever notice that?

Her: Yeah, kind of, but I haven’t been there in ages.

Me: Oh yeah? Well, I loved London. We went on this helicopter ride over the city, and...

...and away we go into Attraction (Chapter 7).

By the way, you don’t have to interrupt to make a content transition work. But you shouldn’t reach back into the conversation to find your content transition. For example, assume that we continued talking about Jane and Eddie for a while. A few minutes later, it would not feel as natural to start talking about London. It might look like I was grasping at ways to keep the conversation going, which could telegraph my interest in her before I’ve had much of a chance to attract her.

A more advanced tactic is to create the conditions for a content transition within the opener, in particular within your opening script (see “Opinion Openers” in Chapter 5). For example, after you ask about Eddie’s situation, and she gives her initial response, you can mention that you and Eddie were just talking about this on the airplane earlier that day and he told you that... [insert more details from the situation]. We call the reference to the airplane an “open thread” and cover this concept in detail in Chapter 17 on Storytelling. If she asks about the airplane or where you were traveling from, then she has opened the door for a content transition.

To be good at content transitions, you need good improvisational and conversational skills (these will come with practice), and should convey enough enthusiasm about the new topic to carry the conversation and your listener(s) with you.
OBSERVATIONAL TRANSITIONS

An observational transition can occur when you notice, apparently spontaneously, something about her or her group. This observation should still be more or less neutral, although it may give you an opportunity to tease her about it later.

For an observational transition to work, you must sell your listener(s) on the idea that you really noticed something about them and that this wasn’t planned all along. Delivery is key here.

Observational transitions are often connected to cold reads. Cold reading is the art of telling people truisms about human nature in a way that seems like it is tailored to them. Here are a couple of examples:

» **To a single woman:** I bet you that when most people meet you, they think you’re harsh. But I don’t think that’s the truth. My intuition is that you are actually shy, so when you meet new people, you put up walls.

» **To two women:** Alright it seems that you [pick one of them at random] are the good one and you [point at the other woman] are the bad one. And that’s okay. One of you can be my angel and the other can be the devil. Like we’ll roll down the street, one of you on each arm, we’ll make all the other women jealous, and every time there’s a decision to be made, you guys can whisper in my ear and we’ll see who’s more tempting.

**Observation Transition Example: The Best Friends Test**

If I have approached two women and no men,¹ then I will often use the Best Friends Test. Credit “Style”. My version has evolved from his - not necessarily better or worse - and with repeated use, your version of any routine should evolve into one that feels comfortable and natural to you. So focus on the underlying direction of this routine as opposed to memorizing it word-for-word. Text in square brackets [like this] refers to explanations of what is going on or what I might be thinking.

Me: [interrupting at some point during the Opener] You guys have known each other for a while, haven’t you?
Them: [whatever answer they give is irrelevant, unless I want to use it for a Content Transition]
Me: I noticed that you have [slight pause] the exact same smile.
Them: Laughter If they’re not laughing, your delivery was probably off!
Me: Here, I’m going to show you something cool…do you guys [pause] use the same shampoo? / have the same favorite color? / [anything that relates to a commonality]

[We need to explore some contingencies here, as women will usually do one of three different things at this point: They will both look at each other. Or one will look at the other. Or both will keep looking straight ahead at me]

If they look at each other...

Me: [Wave hand between them at their eye level to get their attention]. You guys looked at each other before even answering the question. [Pause - they will turn to look at each other again]. You just did it again [They laugh and look at each other again]. And again. [They will look at each other yet again and laugh. You can do this several times if you really want to, but once or twice is enough.] You see, people who share a strong emotional connection will turn to look at each other when asked a question about shared experiences, even over something as mundane as shampoo [or colors].

(Continued)

¹ The routine can be used in larger or mixed groups as well, but is most effective in this scenario.
PHRASAL TRANSITION

A phrasal Transition is really “No Transition” with crutches. The crutch is that you say something to connect your opener to your piece of Attraction material like:

» That reminds me of...

» That’s just like when...

» Yeah, that’s crazy, because...

You can use these even if there is no connection between the subject of your opener and what you’re about to say next (which will be in the Attraction phase). Usually there won’t be.

NO TRANSITION

Using No Transition means simply starting to talk about an unrelated topic. This may feel strange or awkward. In truth, most people – especially women – don’t care if there is little obvious relationship between different conversational topics, as long as they are entertained. Think about a stand-up comedian. His jokes will be grouped into certain subjects, but these subjects are rarely related. So after a couple of jokes about, say, airlines, he or she will tell a couple about some movie star. They’re not connected, but we don’t notice or care. We’re entertained and interested.

If only one looks at the other:

Me: See, she’s the dominant one in this friendship because you [indicating the one who looked at the other] looked at her first. [They will almost certainly laugh or talk here. Let them for a second and then turn to the ‘dominant’ one]. So if she’s getting out of line, I’ll bring her to you. [By the way, this isn’t an especially accurate predictor of social dominance between two women. I invented this a couple of years ago and in that time it’s been accurate about two-thirds of the time. Treat this as fun, not as a meaningful psychological test]

If they both look at you:

Me: Interesting. Normally people who share an emotional connection will turn to look at each other when asked a question about shared experiences. Either you’re both really unique and independent people or you don’t actually like each other very much. [Usually by then they look at each other, and then I’ll catch them on it, and tease them with something likel] “I knew you had it in you” or “I knew you guys liked each other deep down”. Advance notes for the Best Friends Test:

» You can get away with telling either or both women that they are looking at each other even if they are not. Or if they only make a quick glance out of the corner of their eye and don’t even move their head. I’ve even gotten away with telling them that they were looking at each other when neither woman’s eyes moved, but this doesn’t always work. That’s why I created the contingencies for when one or both of them doesn’t turn to look at her friend.

» Right after “Here, I’m going to show you something really cool” is an excellent opportunity to drop in a false time constraint (Chapter 5) like “and then I should get back to my friends”. It is also a good opportunity to rearrange your physical dynamics. Usually at this point, when I’ve told them I’m going to show them “something cool” I move them so they are beside each other, facing me, and I am comfortably standing or leaning against a wall, bar, countertop, etc. We call this “locking in” and discuss it further in Chapter 18]

That being said, it does sometimes feel awkward to her, and the fact that it may feel awkward to you will affect your non-verbal communication or the reaction of others in her group. Even if you can get away without a transition, why bother? You don’t get any points for skipping the phase.
CHAPTER 25: TECH HOW-TO

In This Chapter:

» To Open Magic Bullets
» Viewing Magic Bullets
» Navigation
» Printing Magic Bullets

You will find Quick Links at the start of many chapters. Click the underlined blue text and it will take you directly to that topic.

TO OPEN MAGIC BULLETS

Magic Bullets eBook is Acrobat Reader 6.0 or above compatible. If you need to update your Reader, you can download one for free at: http://www.adobe.com/.

VIEWING MAGIC BULLETS

Magic Bullets was designed to be viewed in Acrobat reader at a viewing setting of 100%. You may alter your setting to accommodate your screen size and vision comfort level, but keep in mind that shrinking the viewing size may change the look of the text.
NAVIGATION

Magic Bullets has several navigation methods in addition to live links within the text, (look for blue, underlined text throughout):

Bookmarks

You will find full bookmarks (links to sections, chapters and chapter topics, as well as side-bar topics) in a panel to the left of the manuscript.

If the palette is collapsed, click the Bookmarks tab. (See Figure 1.) The bookmarks will then be displayed. (See Figure 2.)

A “+” sign in front of a bookmark indicates that they are collapsed and there are more bookmarks within that group. By clicking the boxed “+” sign, you can open the subset of links. Conversely, by clicking the “-” sign, you can close that section.

Table of Contents

The Table of Contents (Figure 3) contains links to each section and chapter.

To return to the Table of Contents, please use the TOC bookmark in the Bookmarks side panel.
Chapter Headings

On the first page of every chapter (Figure 4), you will find Quick Links to topics covered in that chapter. (See the Quick Links that open this section.

Opening a Weblink

There are two ways of connecting to an internet link:

1.) Either click the url to view in a browser, or
2.) Right-click the url and choose “Open weblink as New Document.” This method will open the web page as a new pdf file.

PRINTING MAGIC BULLETS

The margins of this manuscript are set at 1/2 inch. If you find that your printout cuts off part of the page, please set your print order to print at a percentage, e.g. 97% or use the automatic adjust. The main text is 12 point, large enough to accommodate shrinkage.